

Fig. 1

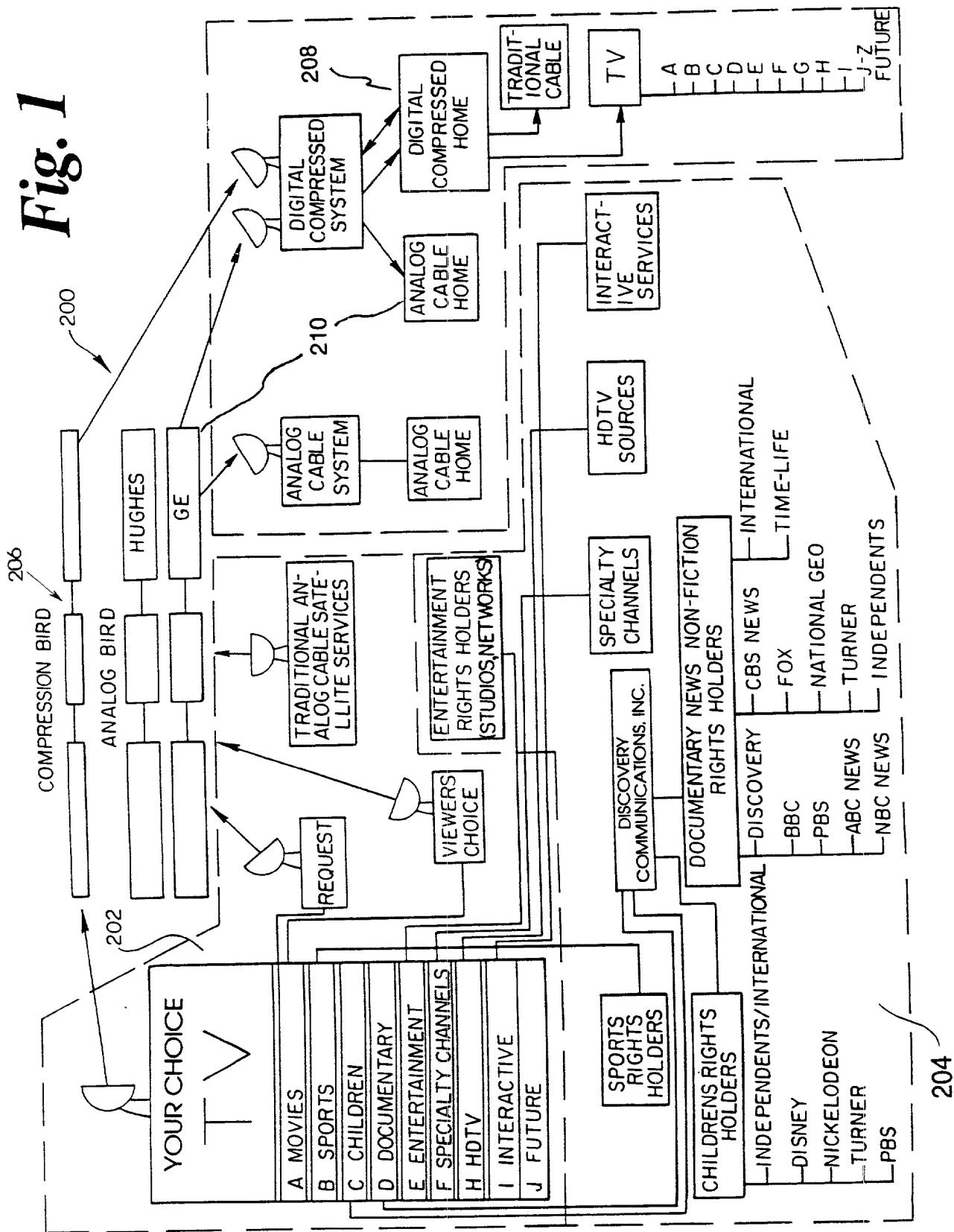


Fig. 2

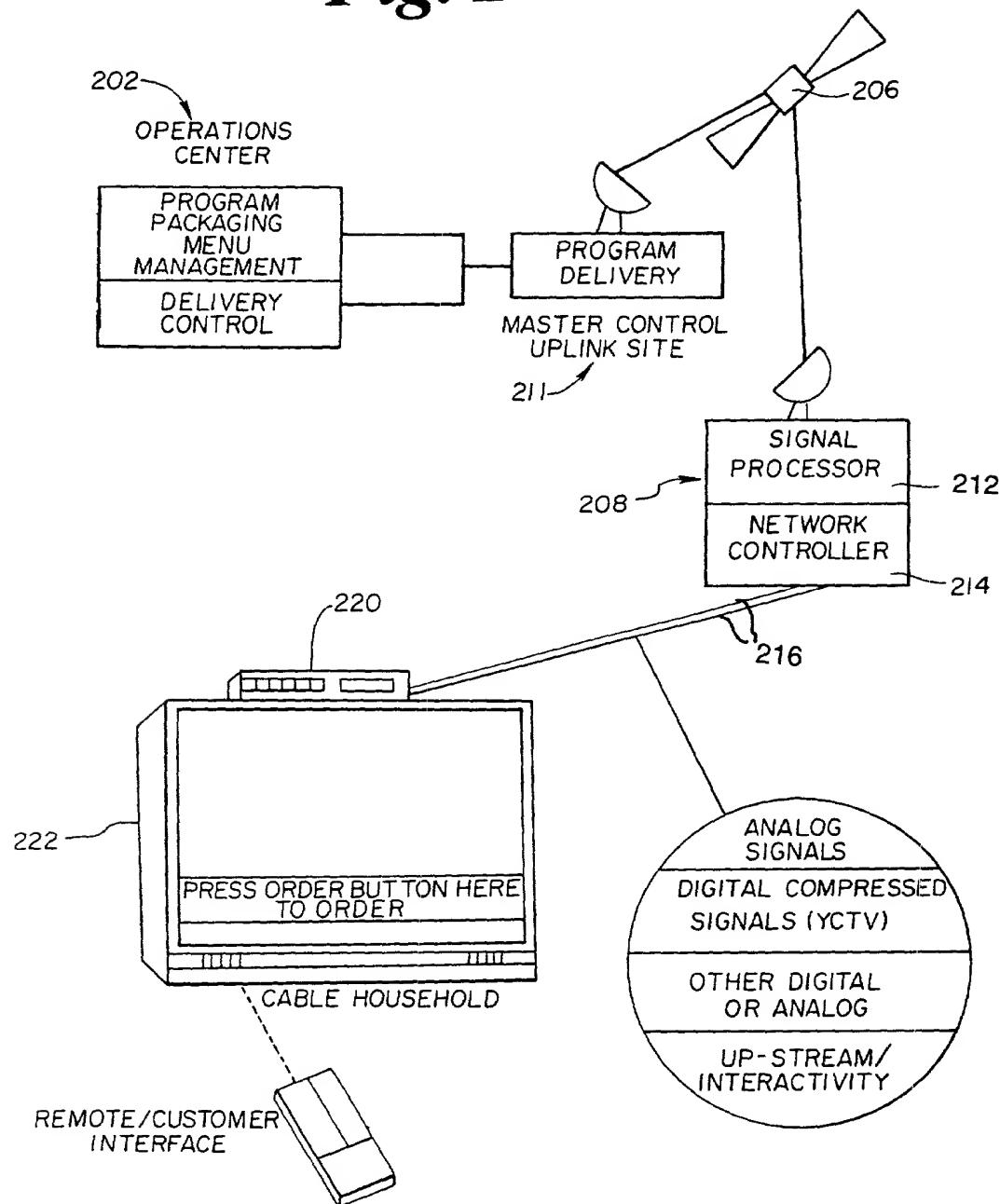


Fig. 3a

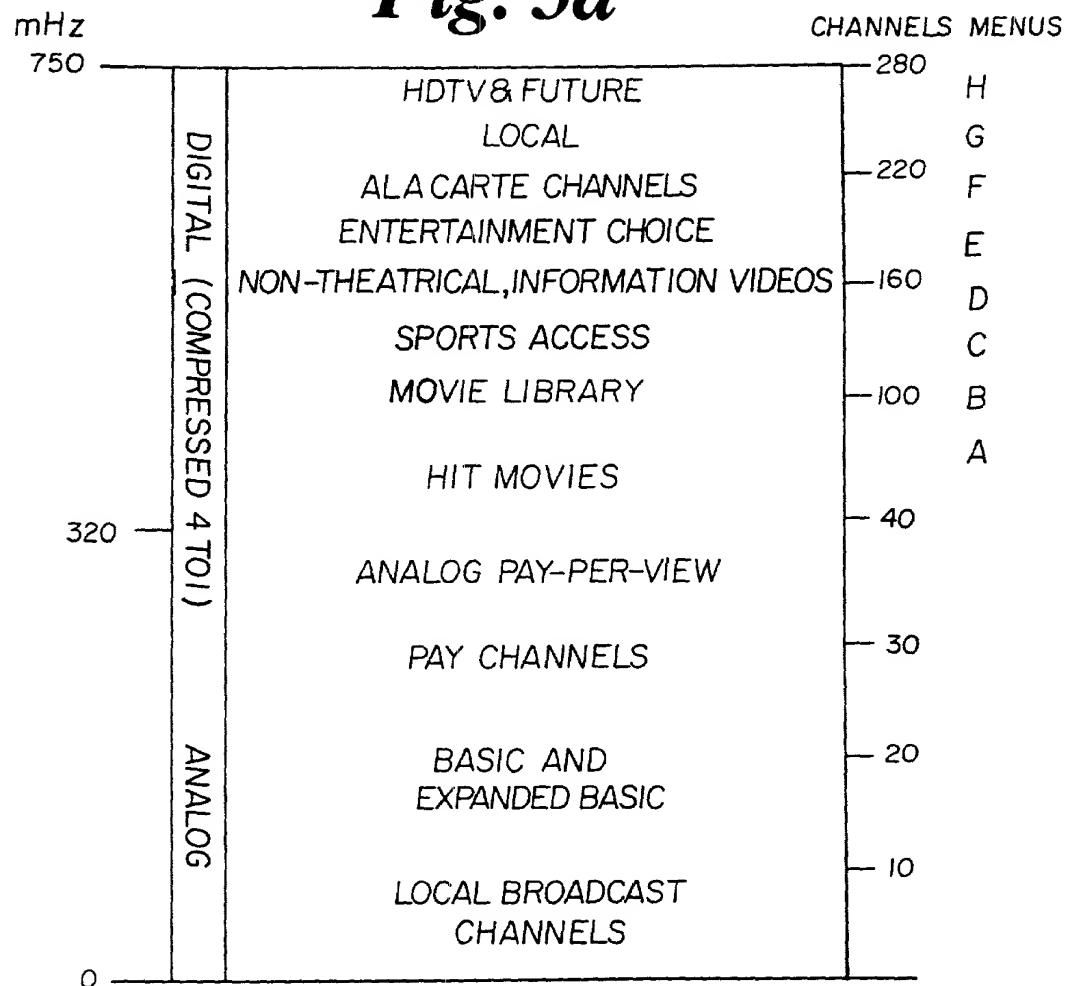


Fig. 3b

CHANNEL MENU	PROGRAMMING CATEGORY	# CHANNELS ALLOCATED
A	MOVIES	50
B	SPORTS	2
C	CHILDRENS	3
D	DOCUMENTARY	14
E	ENTERTAINMENT	10
F	SPECIALTY CHANNELS	15
G	LOCAL	N/A
H	HDTV	4
I	INTERACTIVE	2
	COMBINED	100

Fig. 3c

SATELLITE MOVIE OPTIONS

VCTV COMBO RATIO	AVAILABLE MENUS (1,2,3)	PRIORITY ONE MENUS	PRIORITY ONE PLUS TWO MENUS
1	8:1 	HIT MOVIES 8 MOVIE SELECTIONS WITH START TIMES EVERY 15 MINUTES	HIT MOVIES 6 MOVIE SELECTIONS WITH START TIMES EVERY 30 MINUTES
2	8:1		
3	8:1		
4	8:1		
5	8:1		
6	8:1		
7	8:1		
8	8:1		
9	4:1 	SPORTS 8 SELECTIONS	SPORTS 2 SELECTIONS
10	4:1		
11	8:1 	CHILDRENS 8 SELECTIONS	CHILDRENS 2 SELECTIONS
12	8:1 	DOCS/NEWS 8 SELECTIONS	DOCS/NEWS 2 SELECTIONS
13	8:1 	ENTERTAIN- MENT 8 SELECTIONS	ENTERTAIN- MENT 4 SELECTIONS
14	8:1 	SPECIAL- INTEREST CHANNELS 16 SELECTIONS	SPECIAL- INTEREST CHANNELS 4 SELECTIONS
15	8:1	PROMOS (1/6 SCREEN)48	PROMOS (1/6 SCREEN)16
16	8:1	DATA STREAM	DATA STREAM
17	8:1 or max	MUSIC 32 DIGITED STATIONS	MUSIC 4 DIGITED STATIONS
18	8:1 or max		MUSIC 32 DIGITED STATIONS

236

230

233

Fig. 3d

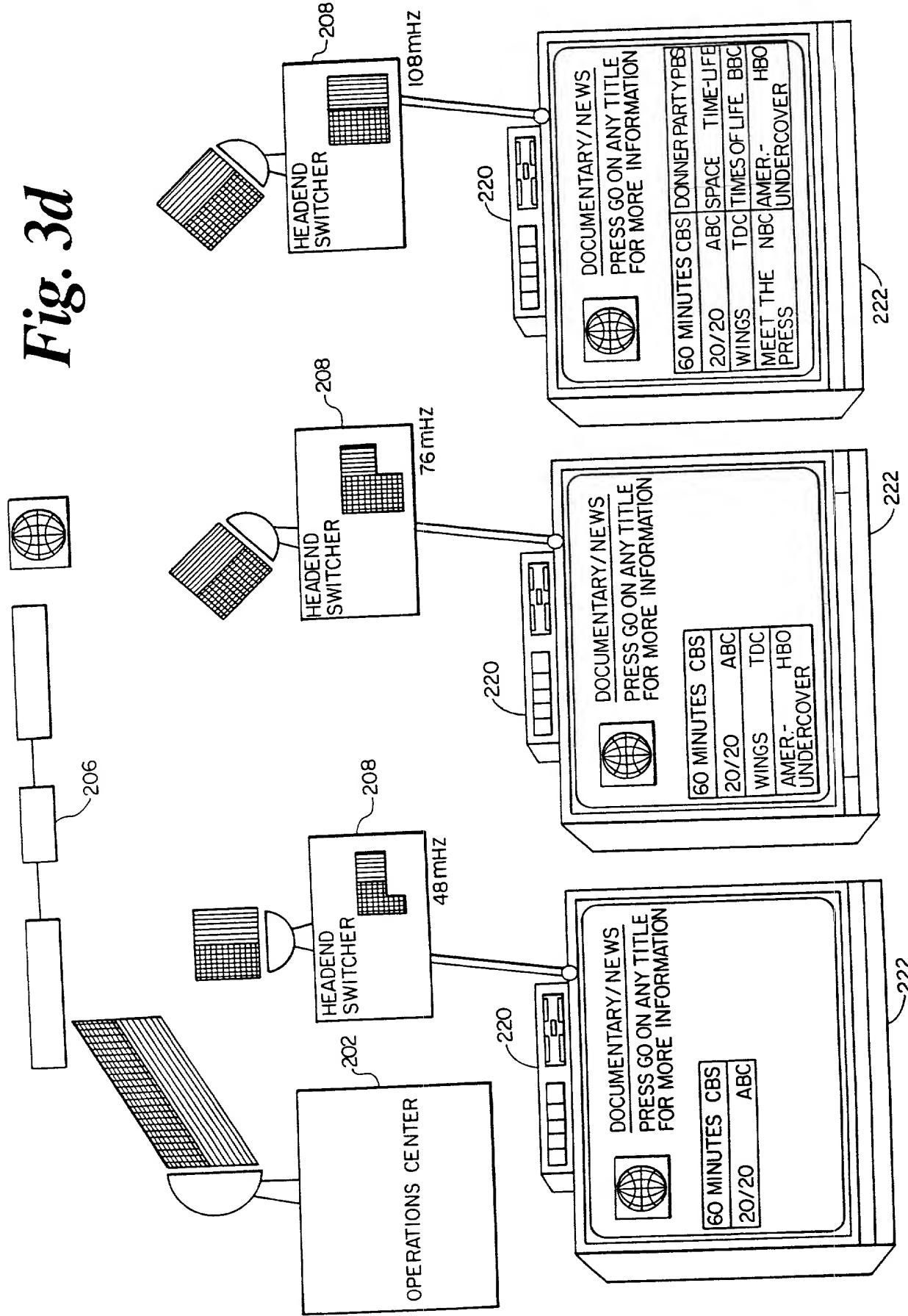


Fig. 3e

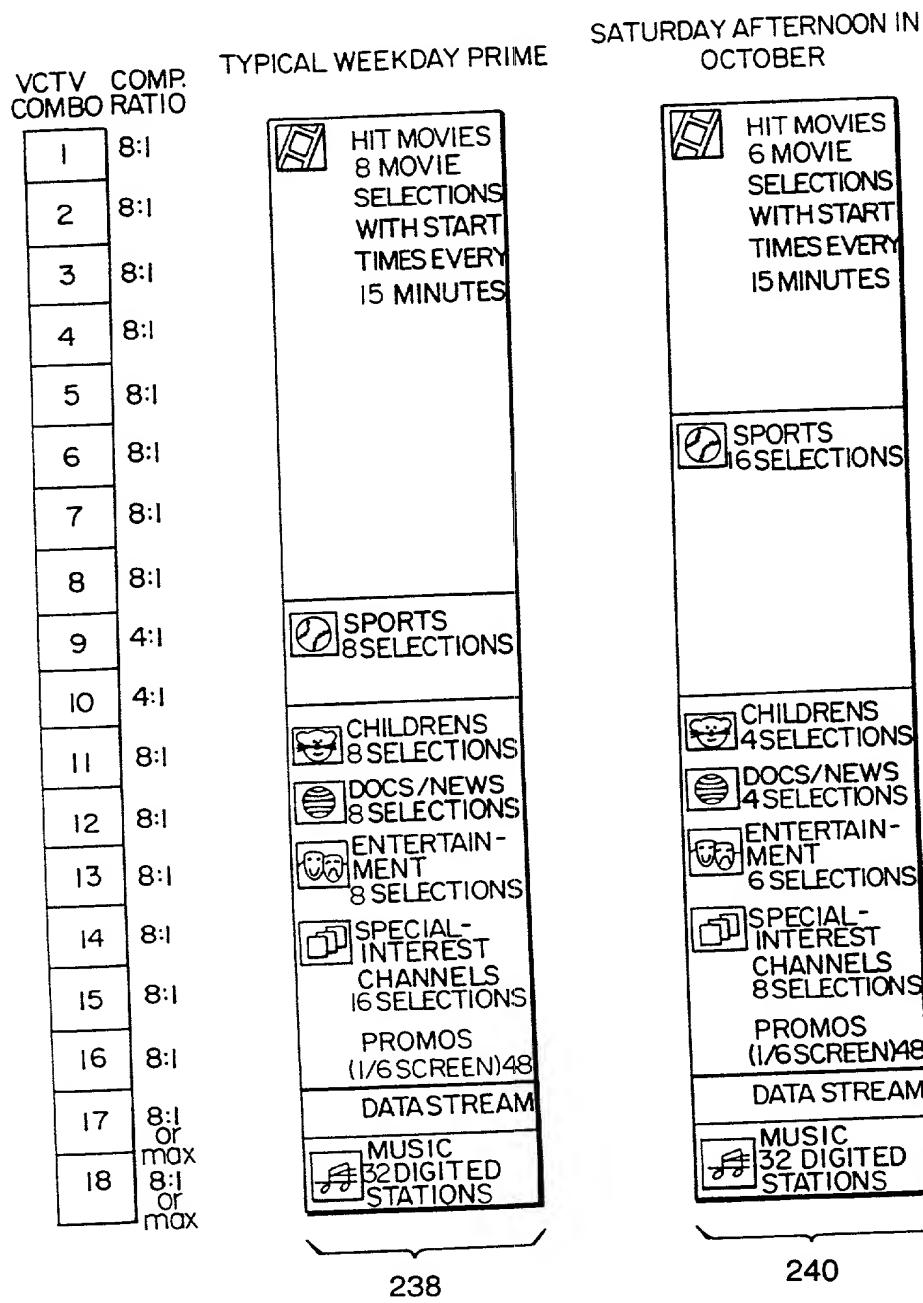


Fig. 4a

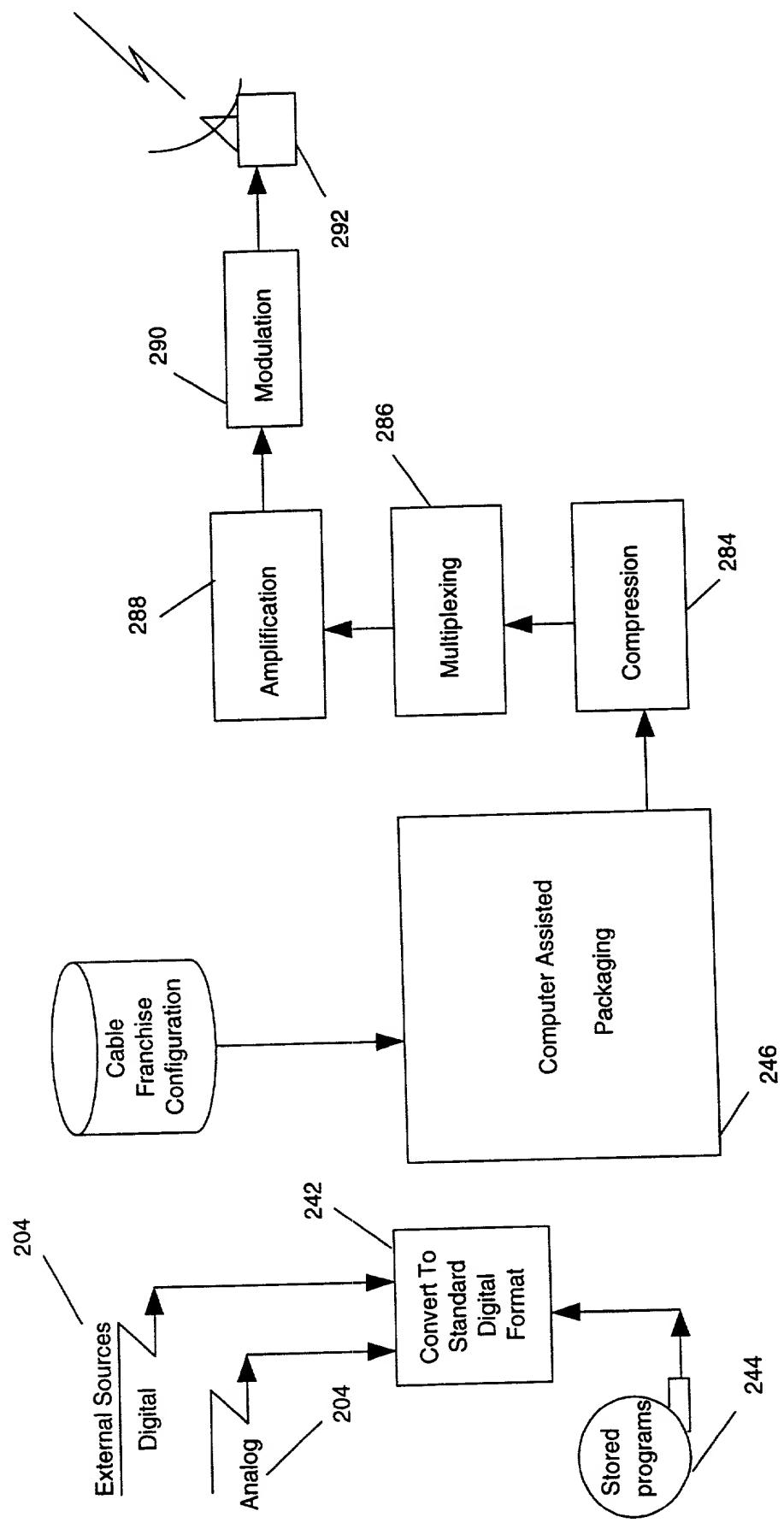
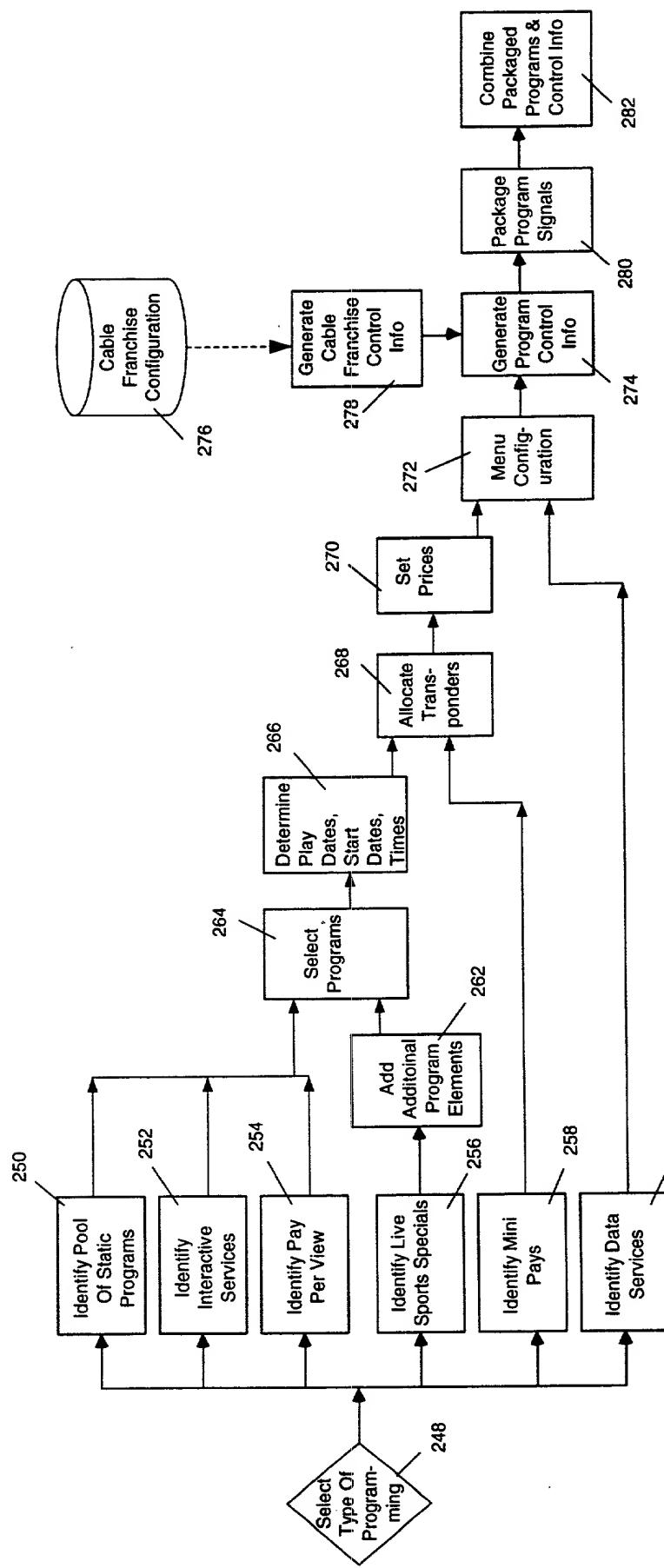


Fig. 4b



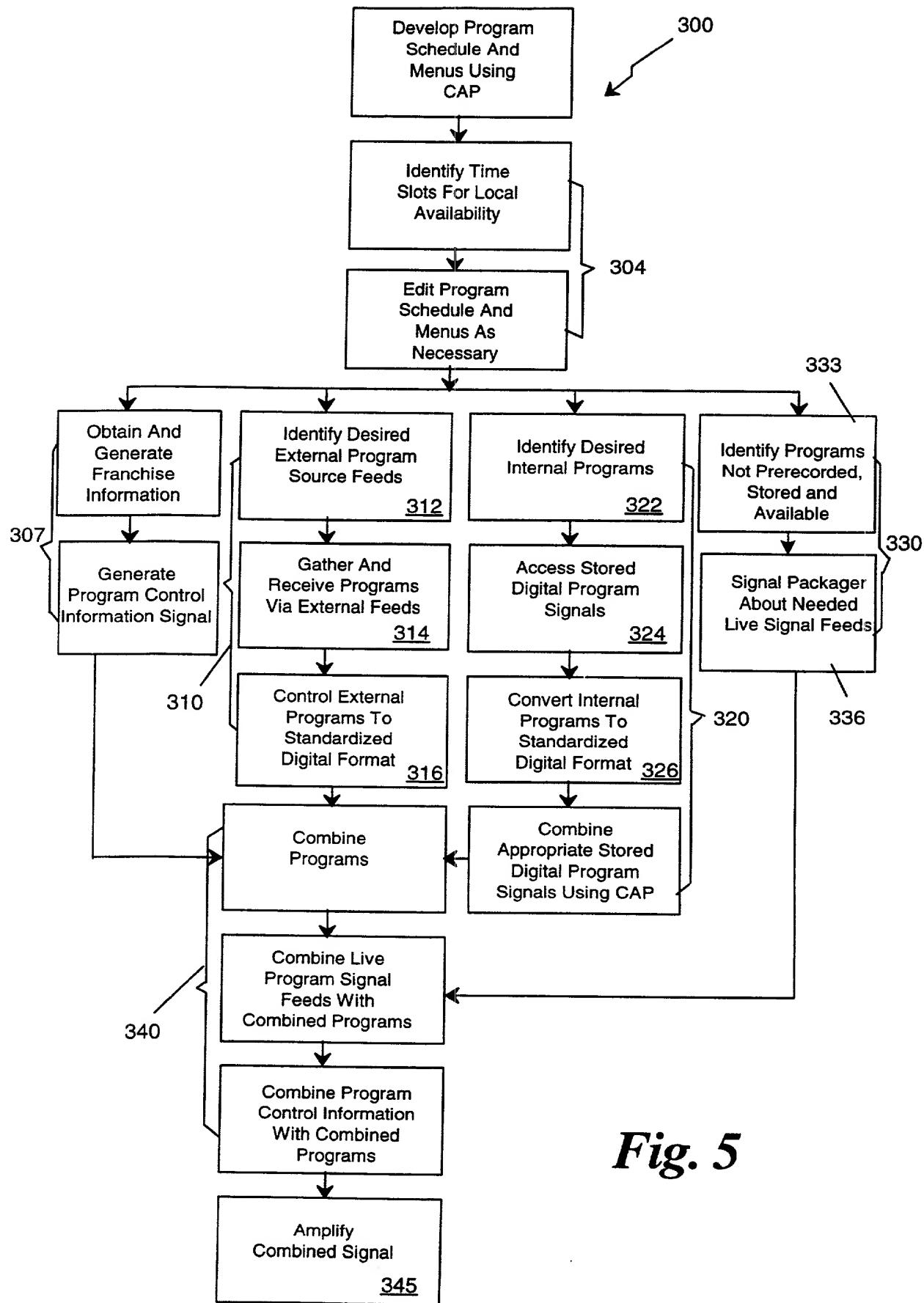


Fig. 5

PROGRAM CONTROL INFORMATION
Chronologically by Channel

12:00 PM

*Program name	*Program length	*Menu code	*Description	*Video
1 Cheers	.5	E24	C	N
2 Terminator	2.0	A33	Tx	S
3 PrimeTime	1.0	D14	N	N
4 Football Special	.5	B24	S	N
•				
•				
•				
•				

12:30 PM

*Program name	*Program length	*Menu code	*Description	*Video
1 Simpsons	.5	E14 & C13	A	S
4 FootballGame	3.0	B13	S	N
•				
•				
•				
•				

1:00 PM

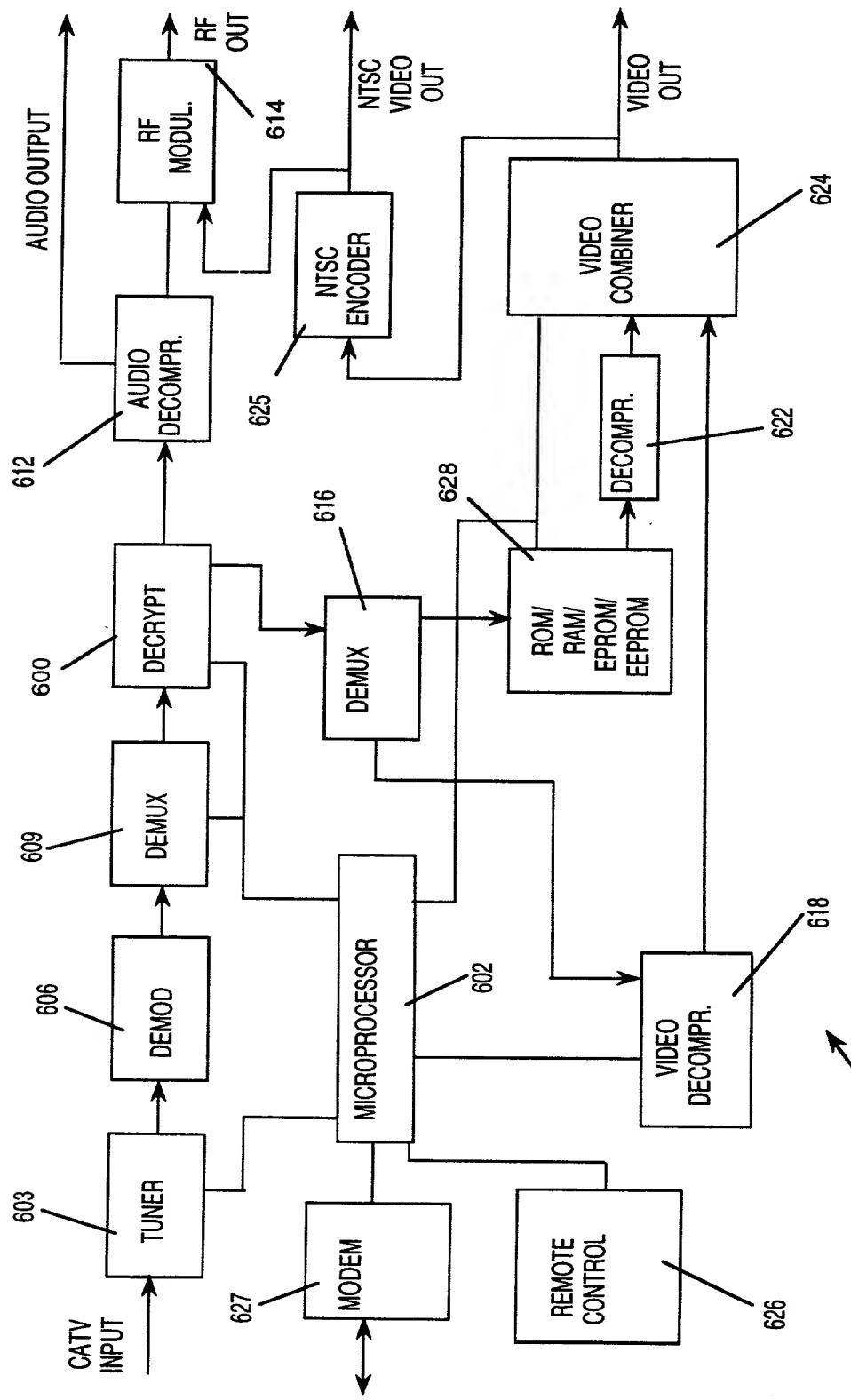
*Program name	*Program length	*Menu code	*Description	*Video
1 Jaws	2.0	E16	Tx	S
3 Bugs Buny	1.0	C25	A	N
•				
•				
•				

1:30 PM

•
•
•

Fig. 6

Fig. 7a



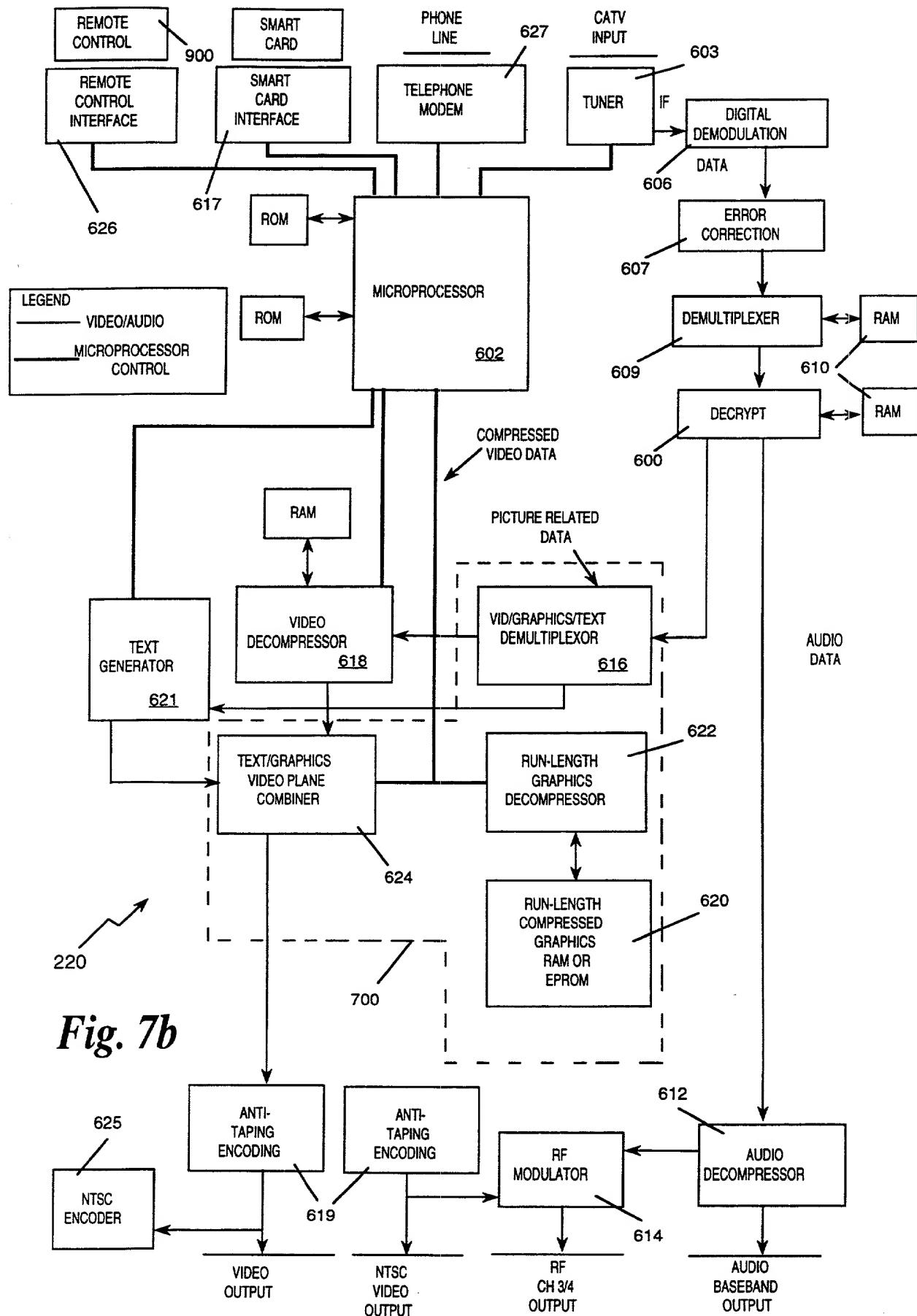


Fig. 7b

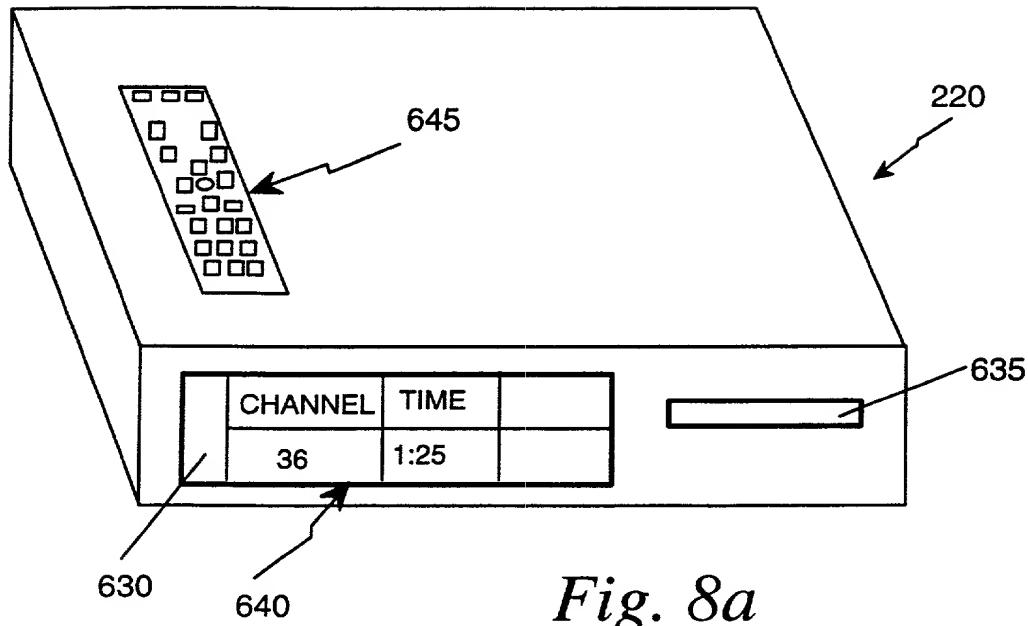


Fig. 8a

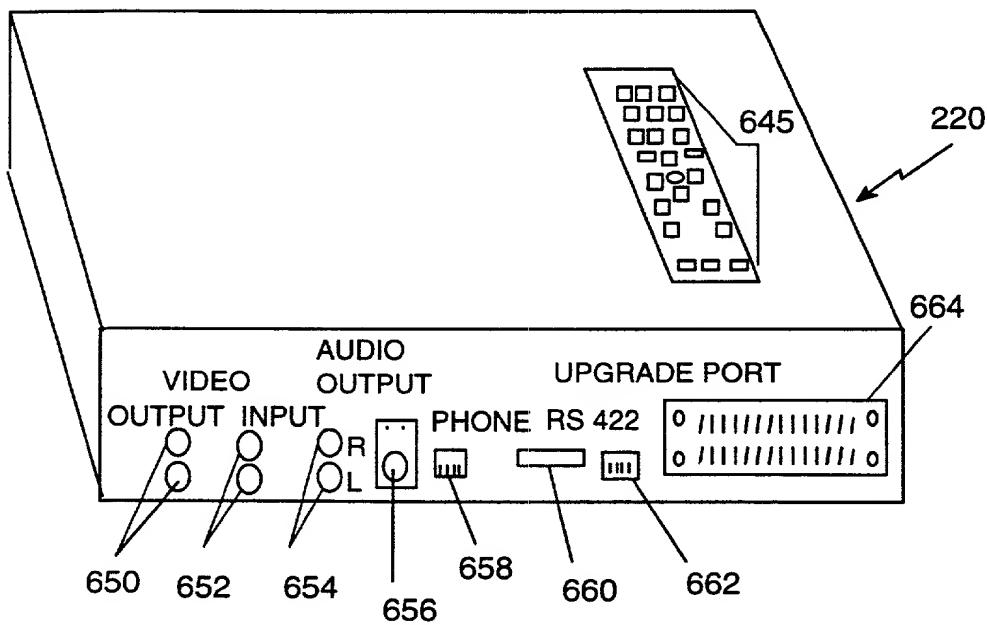


Fig. 8b

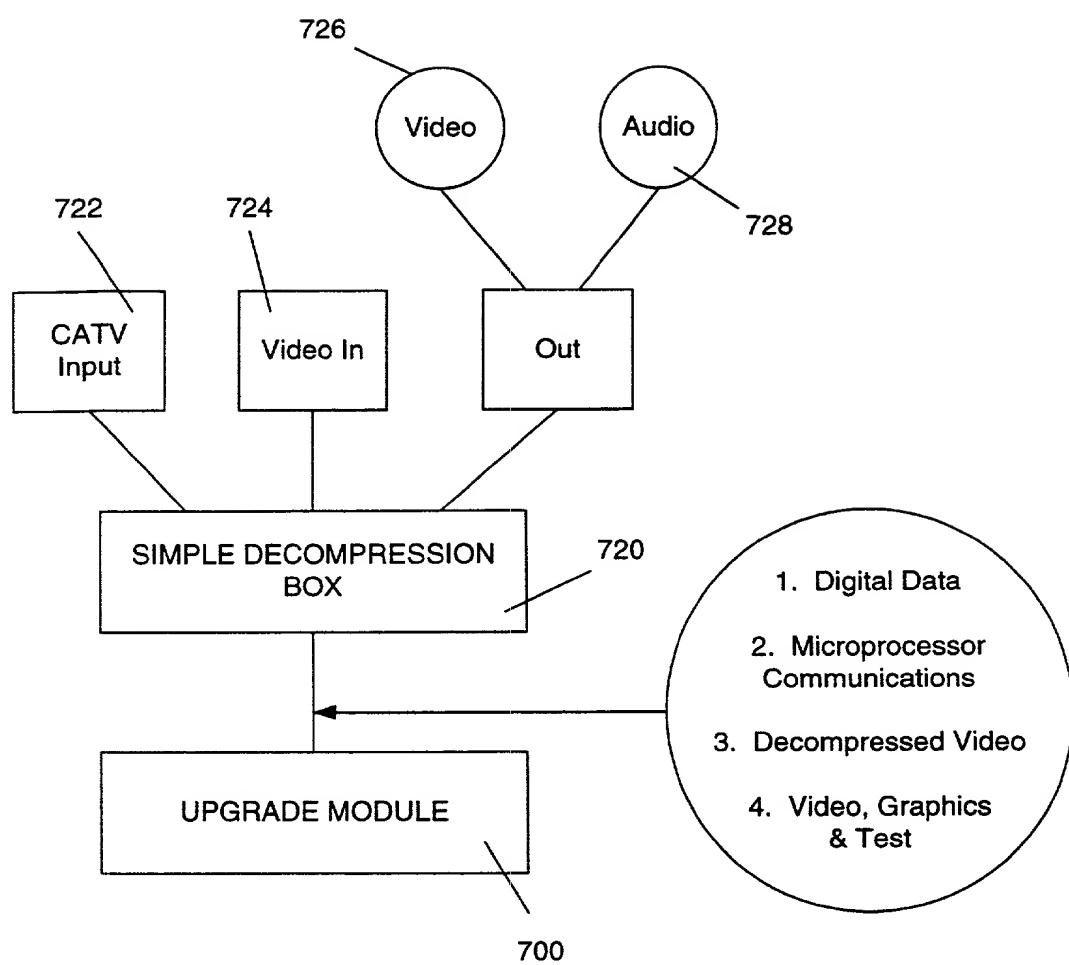


Fig. 9a

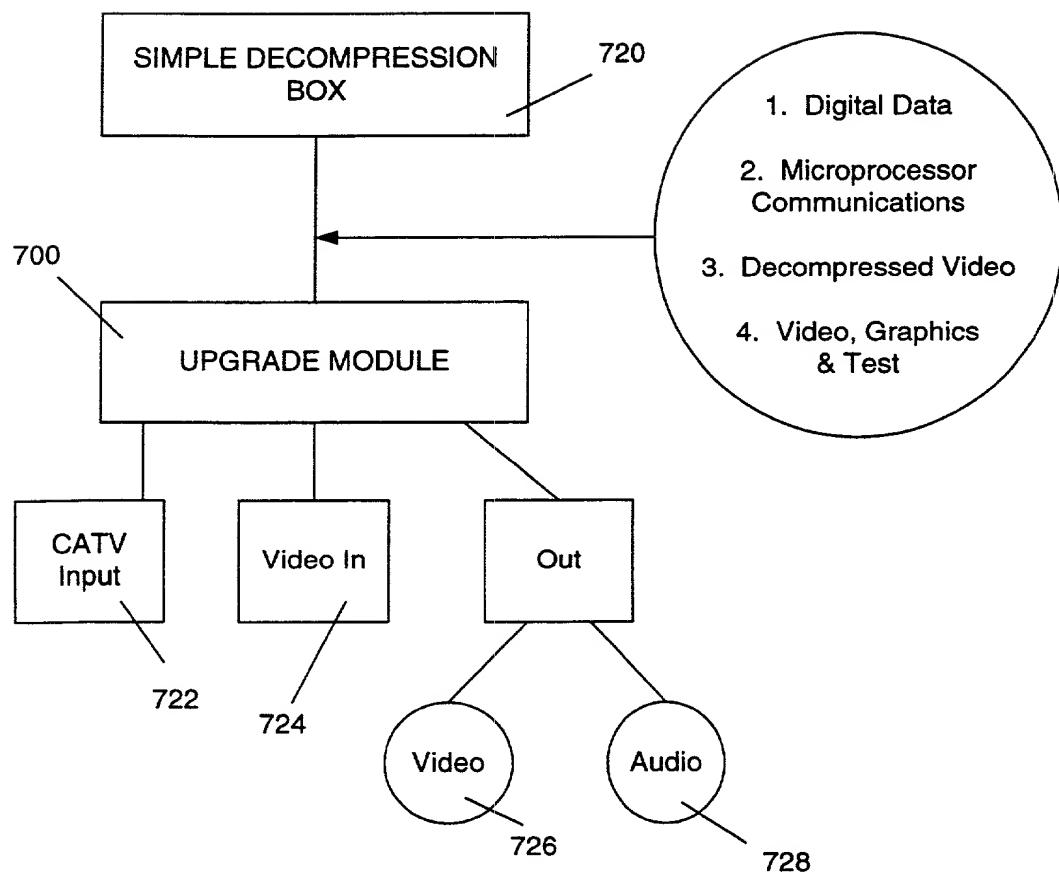


Fig. 9b

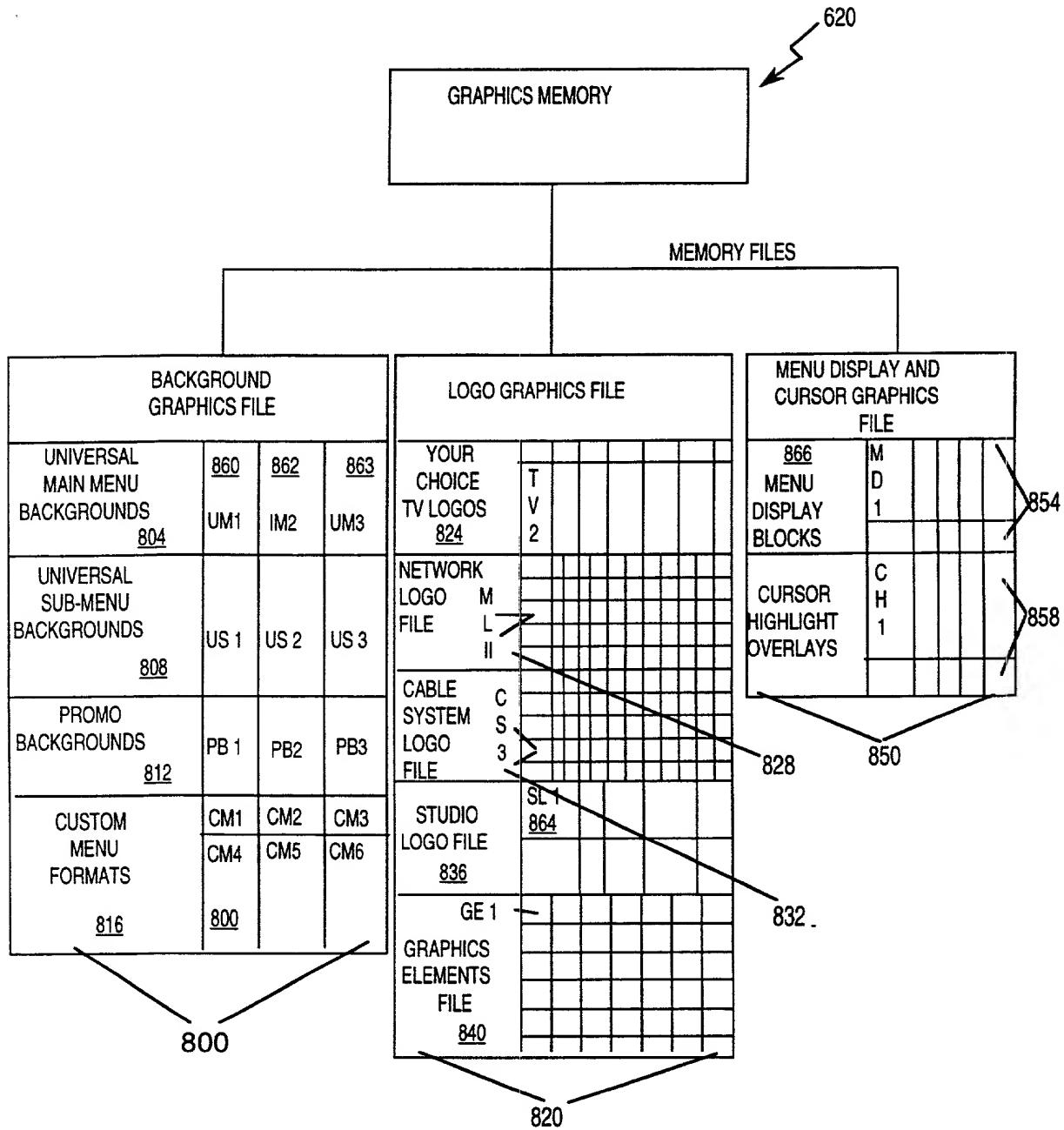


Fig. 10a

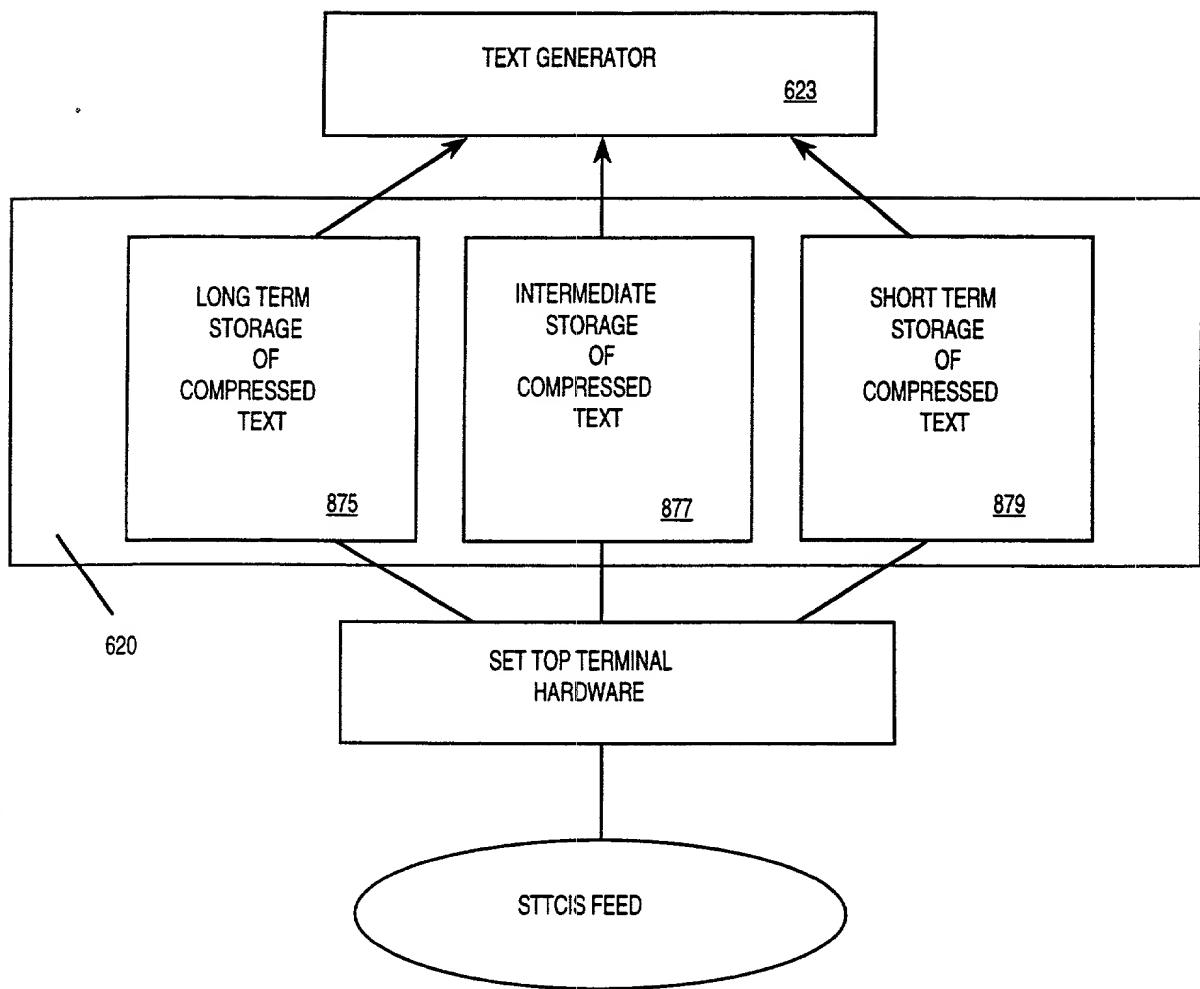
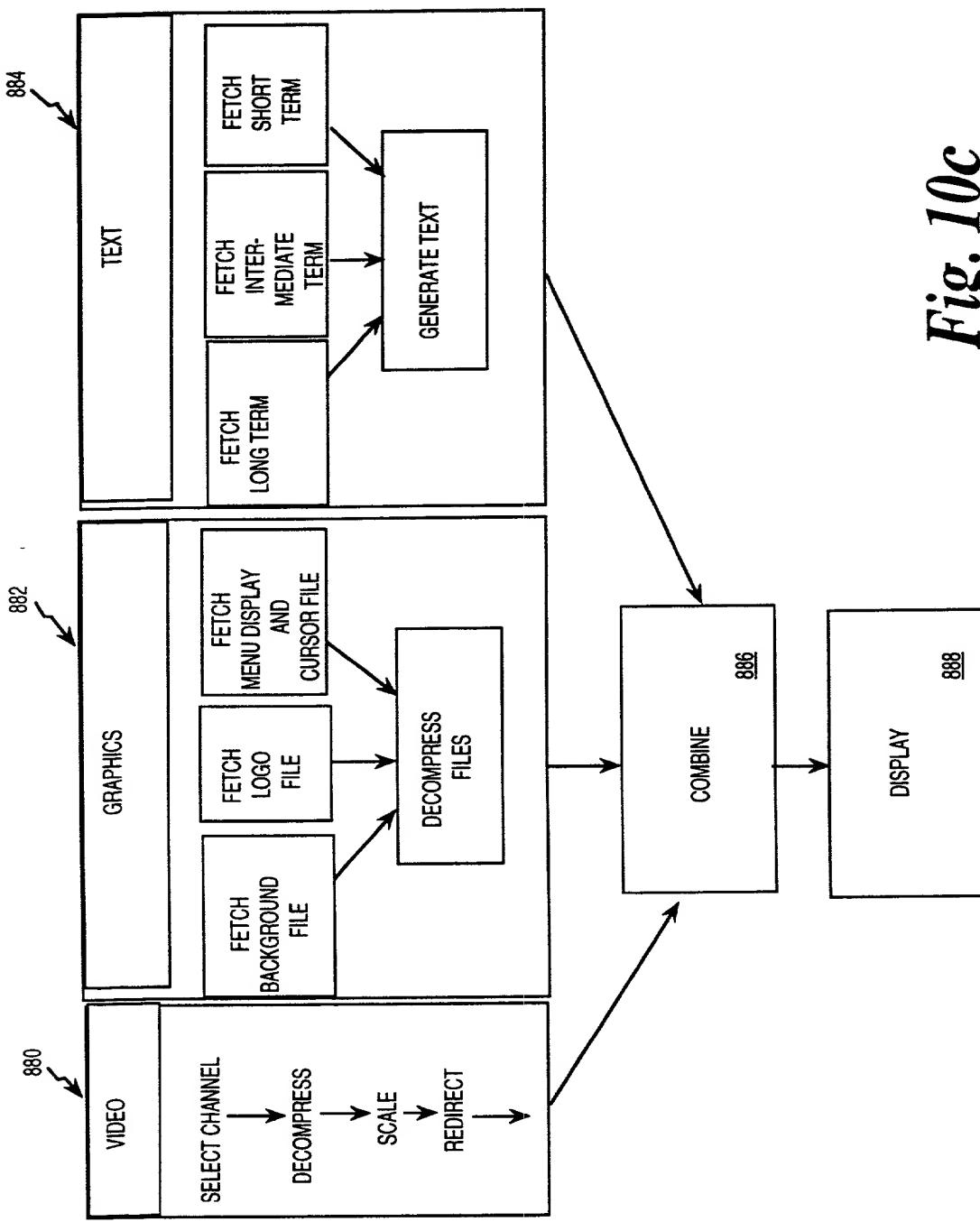


Fig. 10b

Fig. 10c



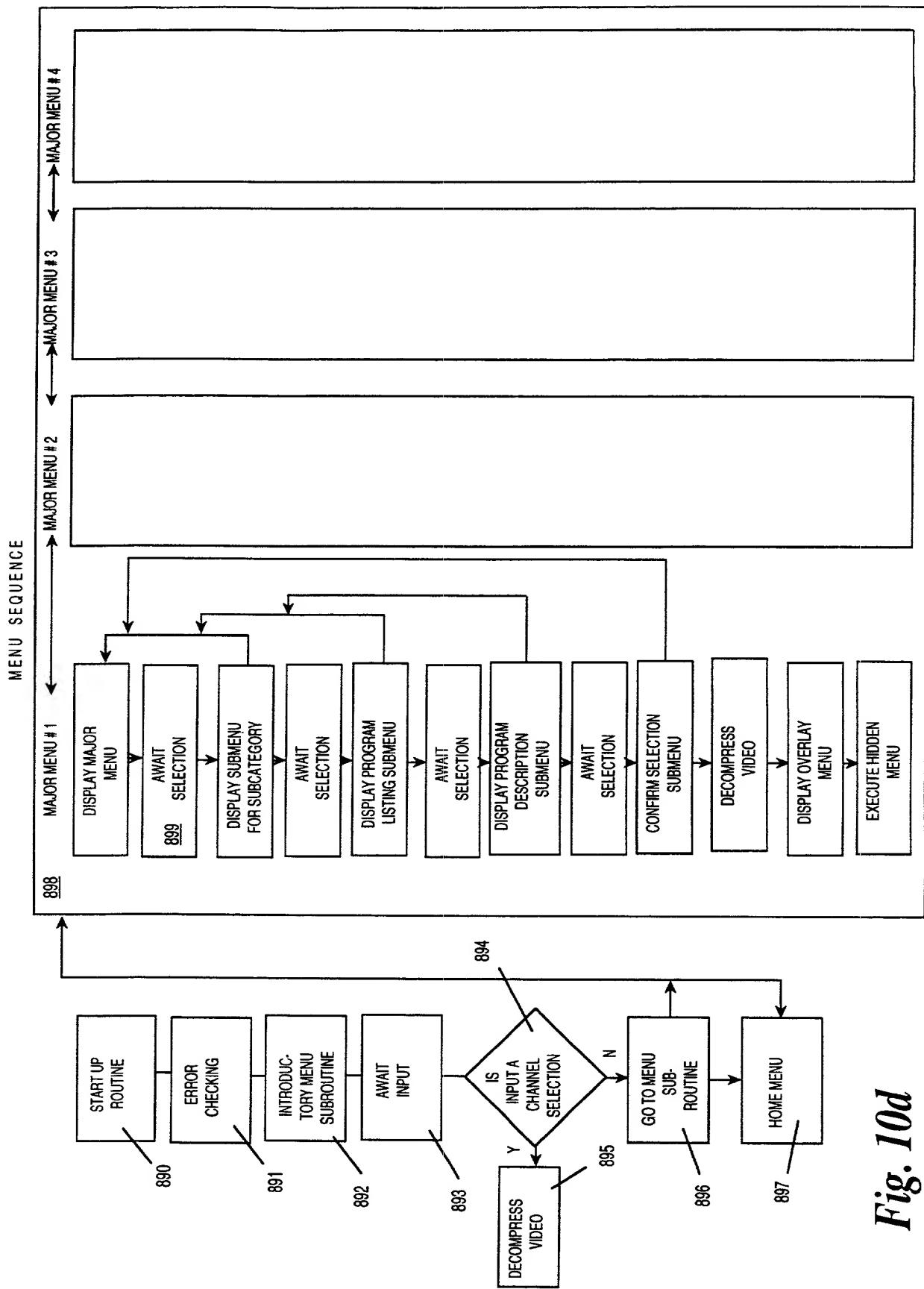
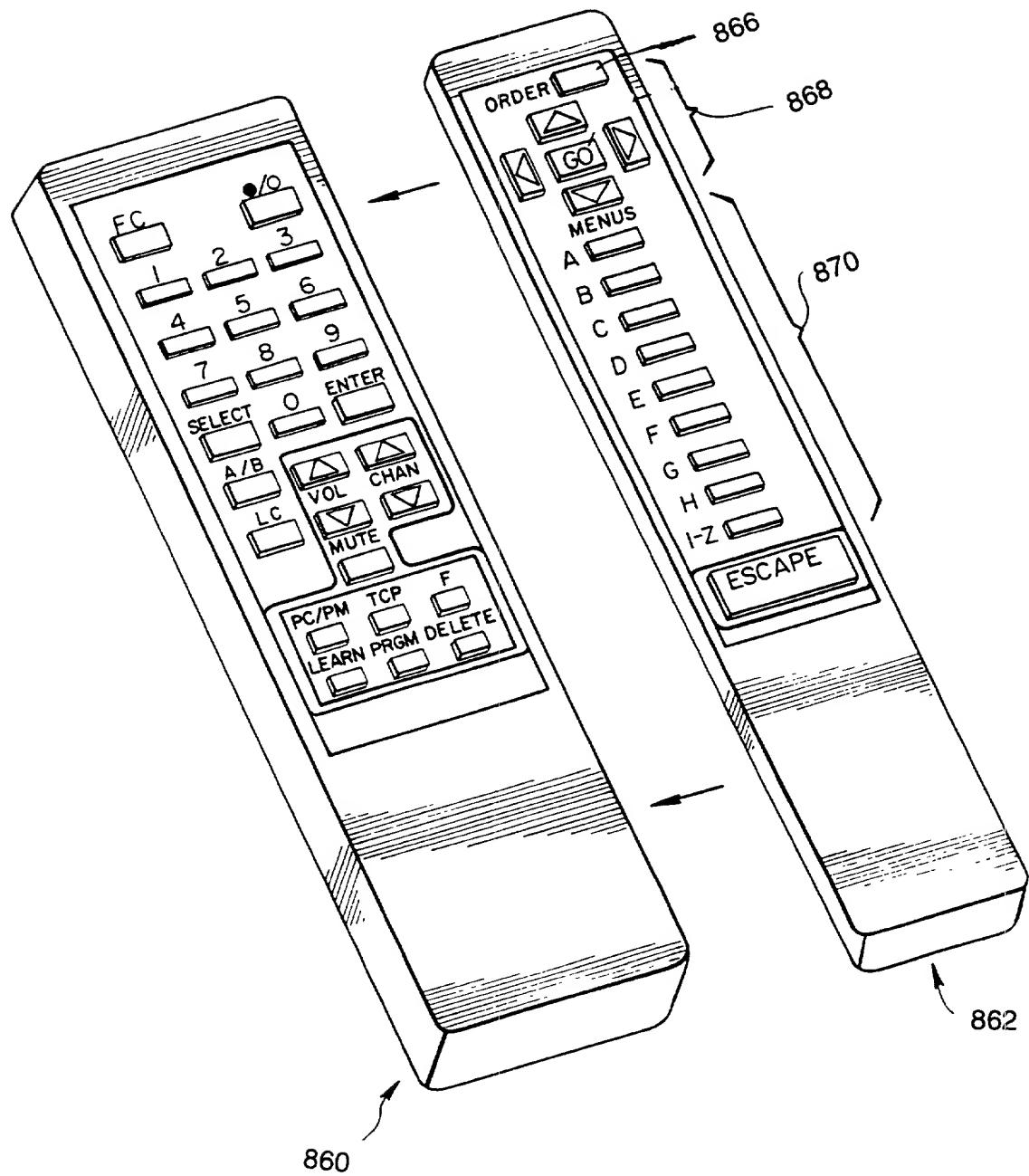


Fig. 10d

Fig. 11a



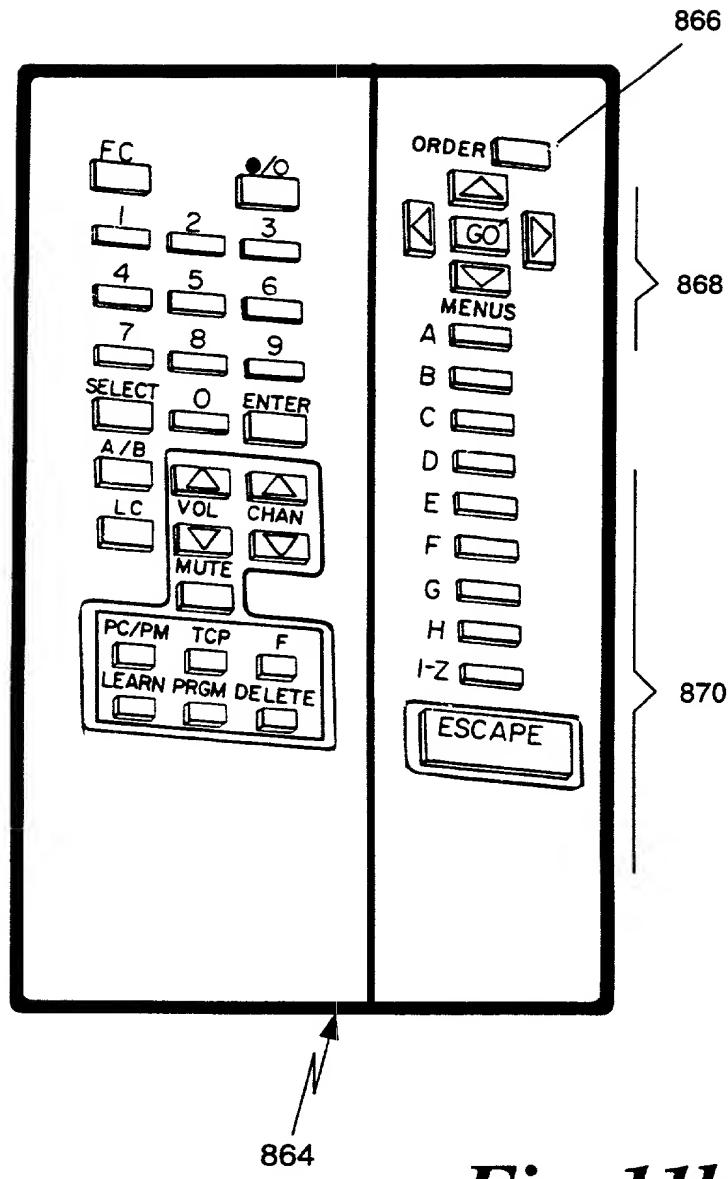


Fig. 11b

Fig. 12a

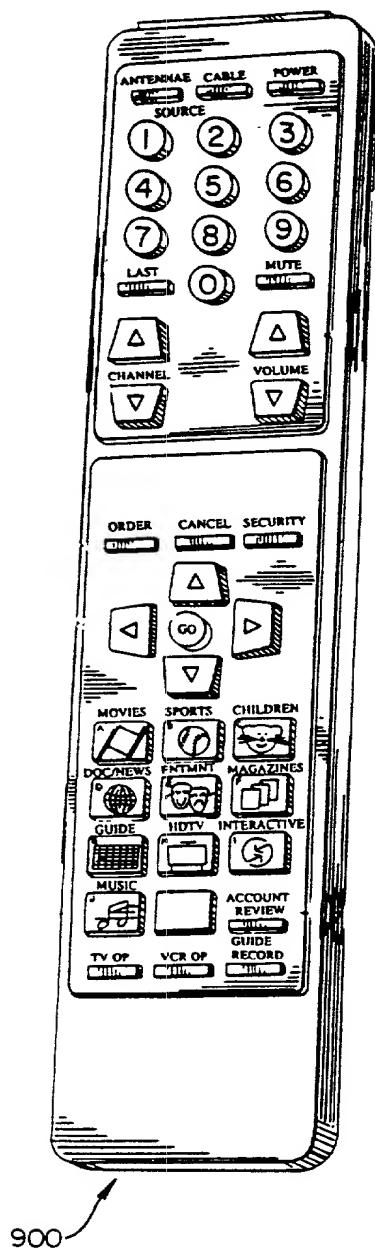
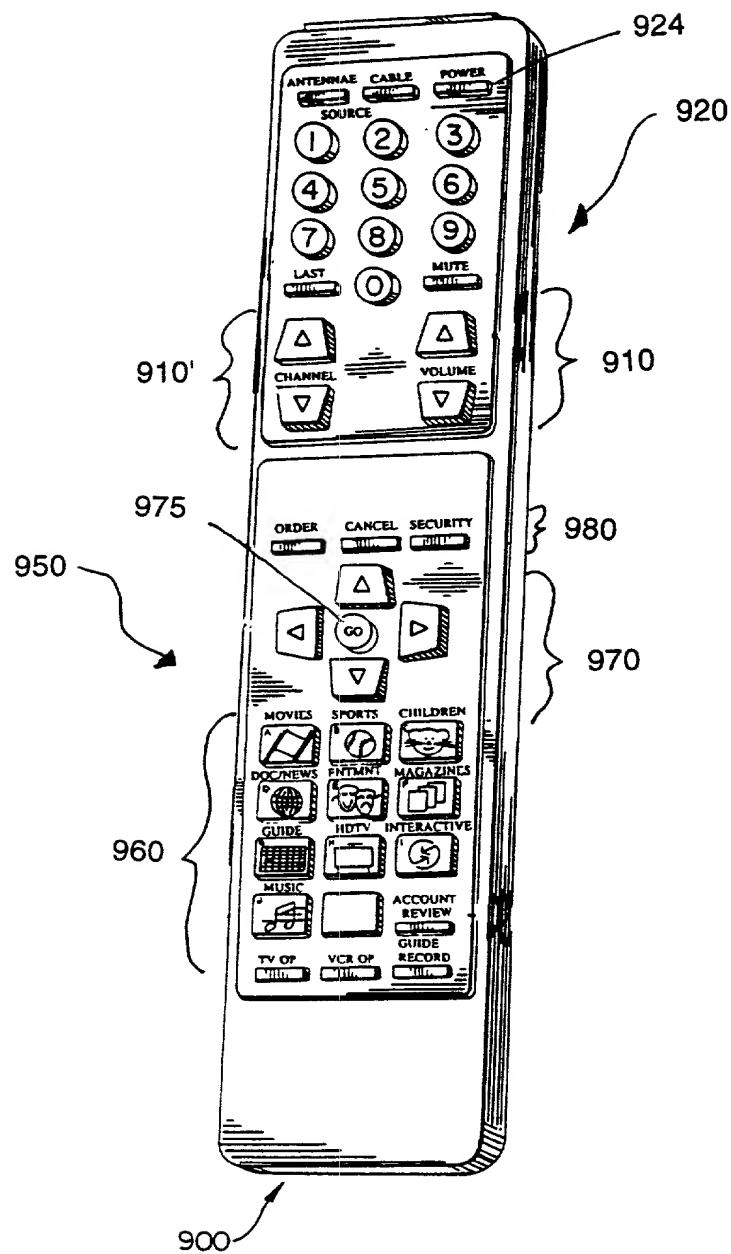


Fig. 12b



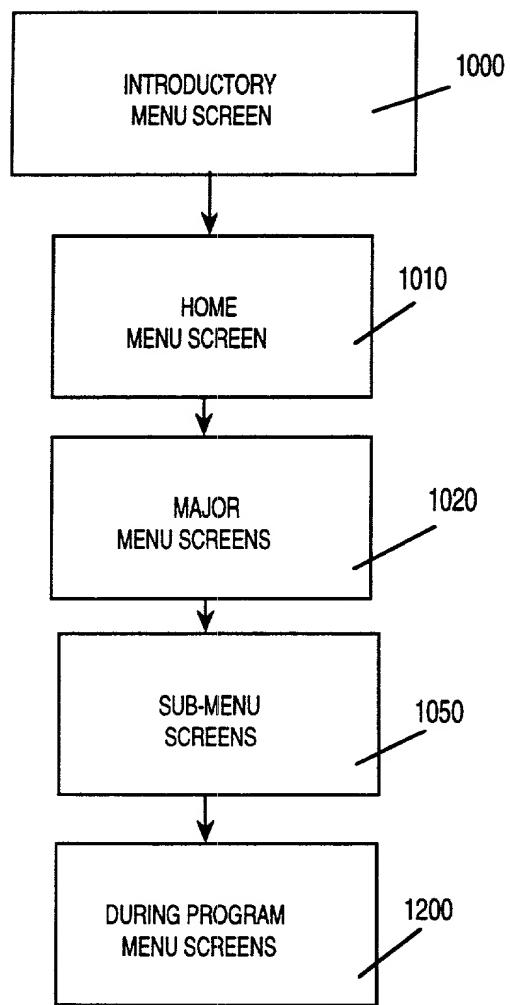


Fig. 13

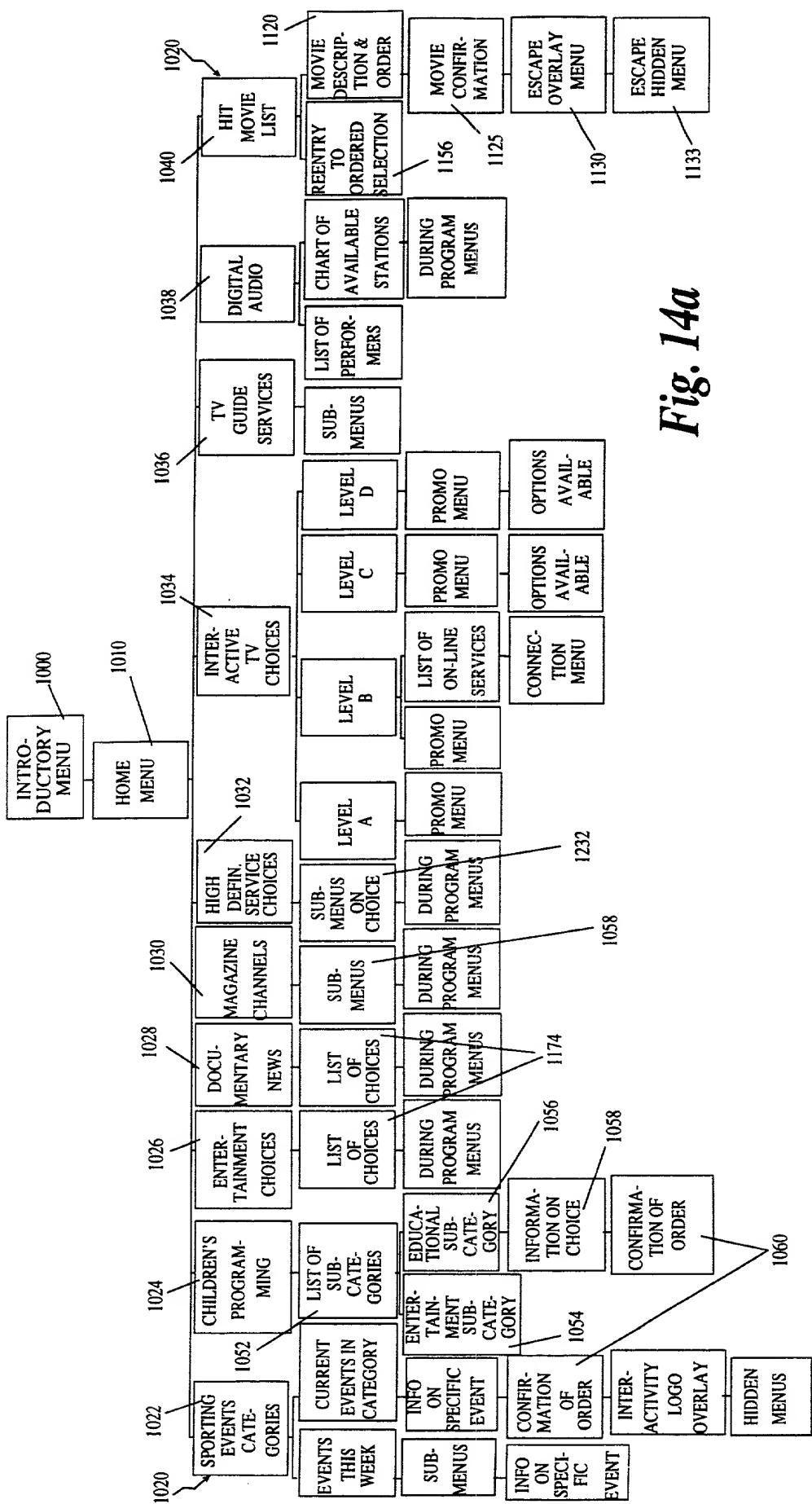


Fig. 14a

Fig. 14b

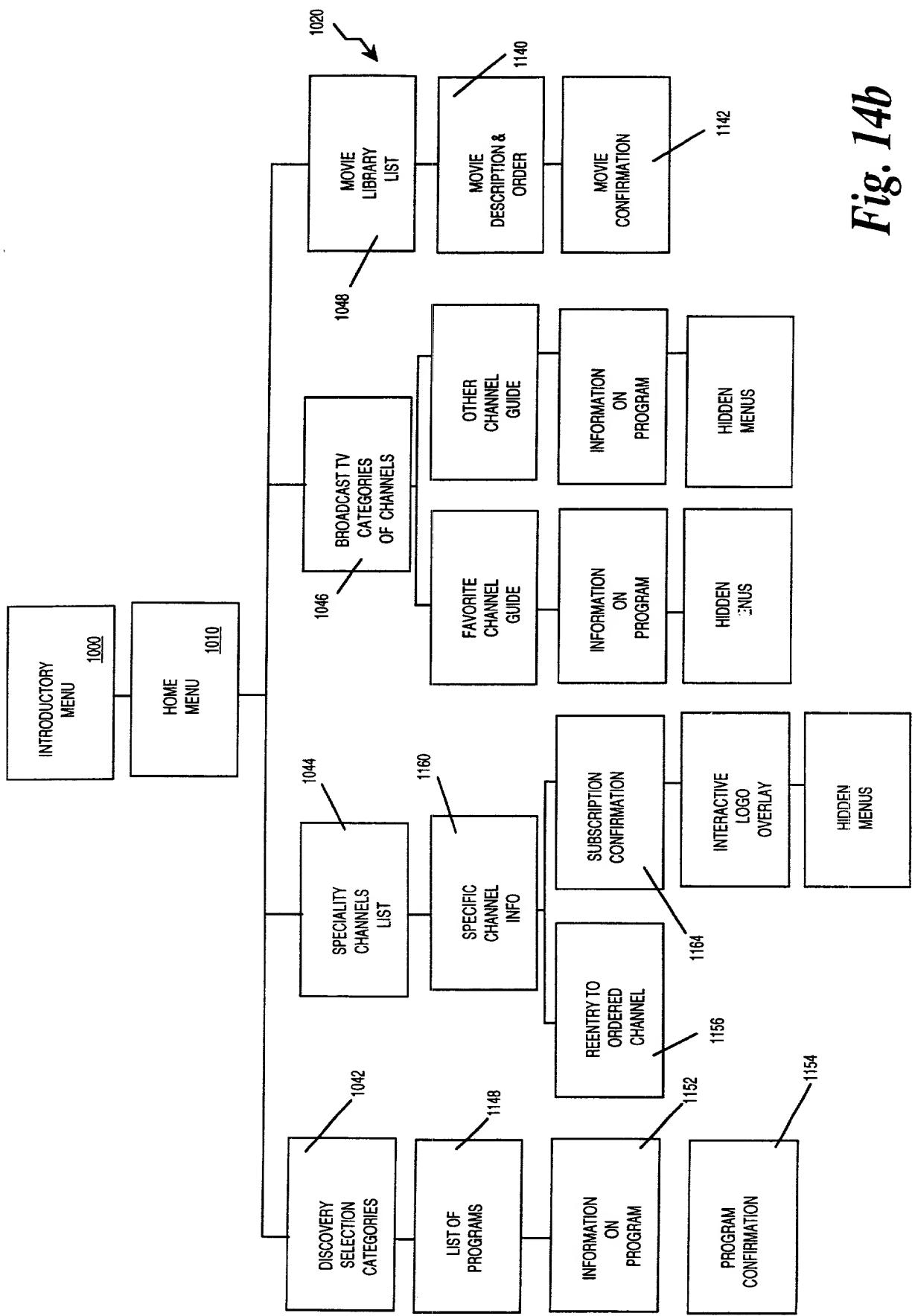
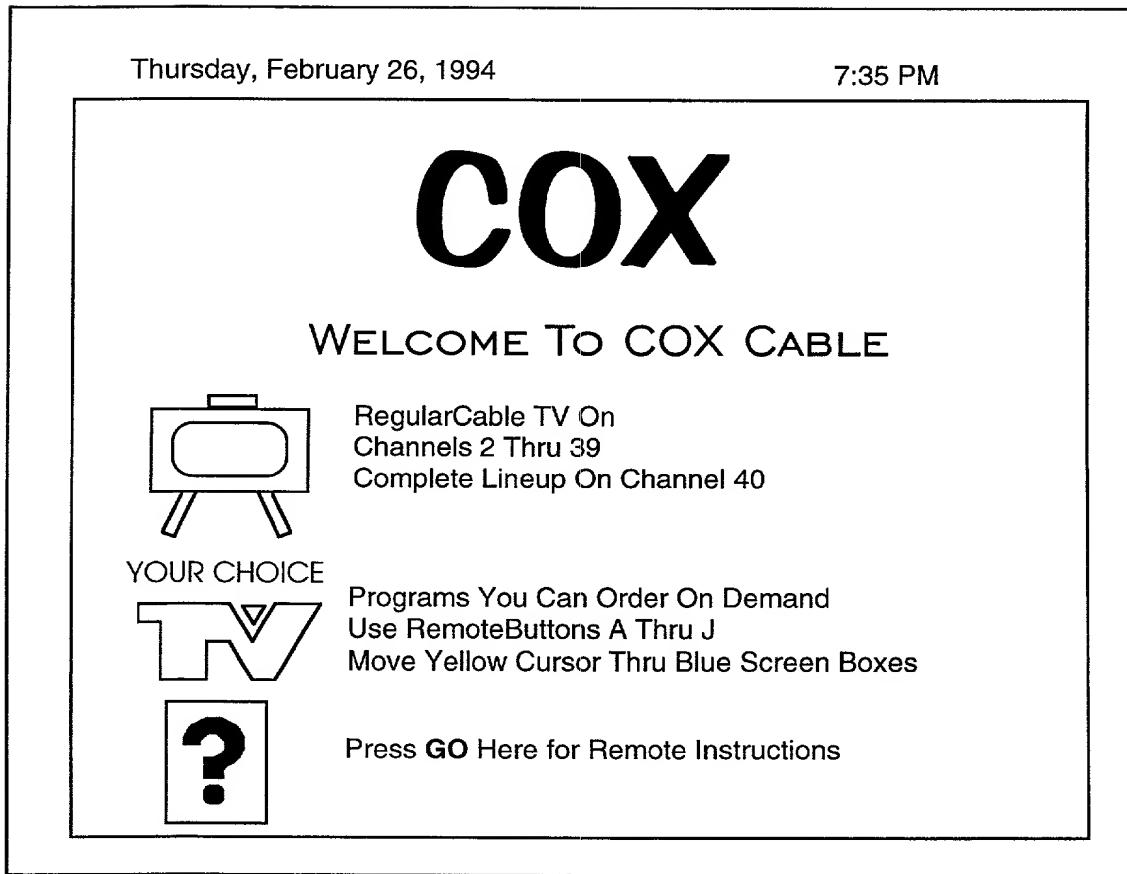


Fig. 15a

© 1994 Cox Communications Inc.



1000
↗

Fig. 15b

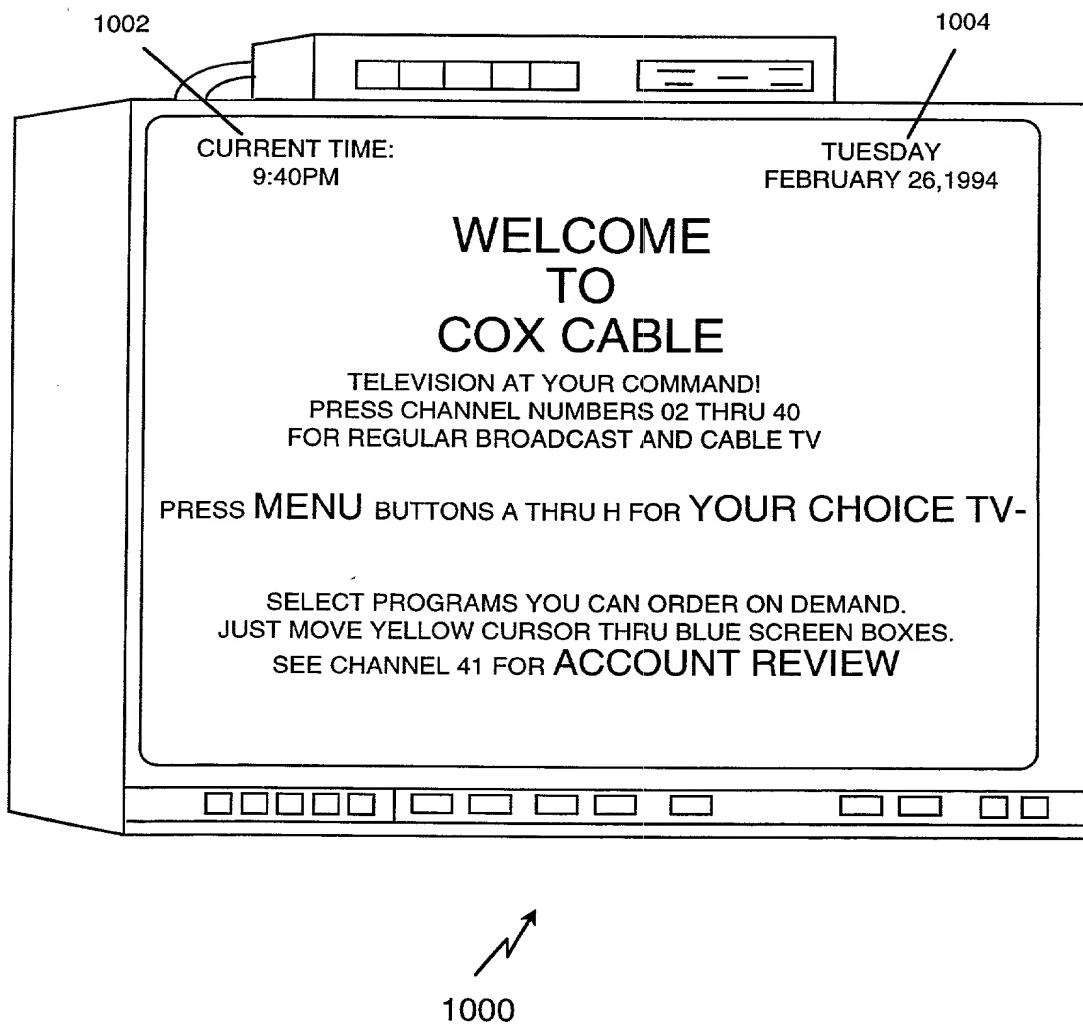
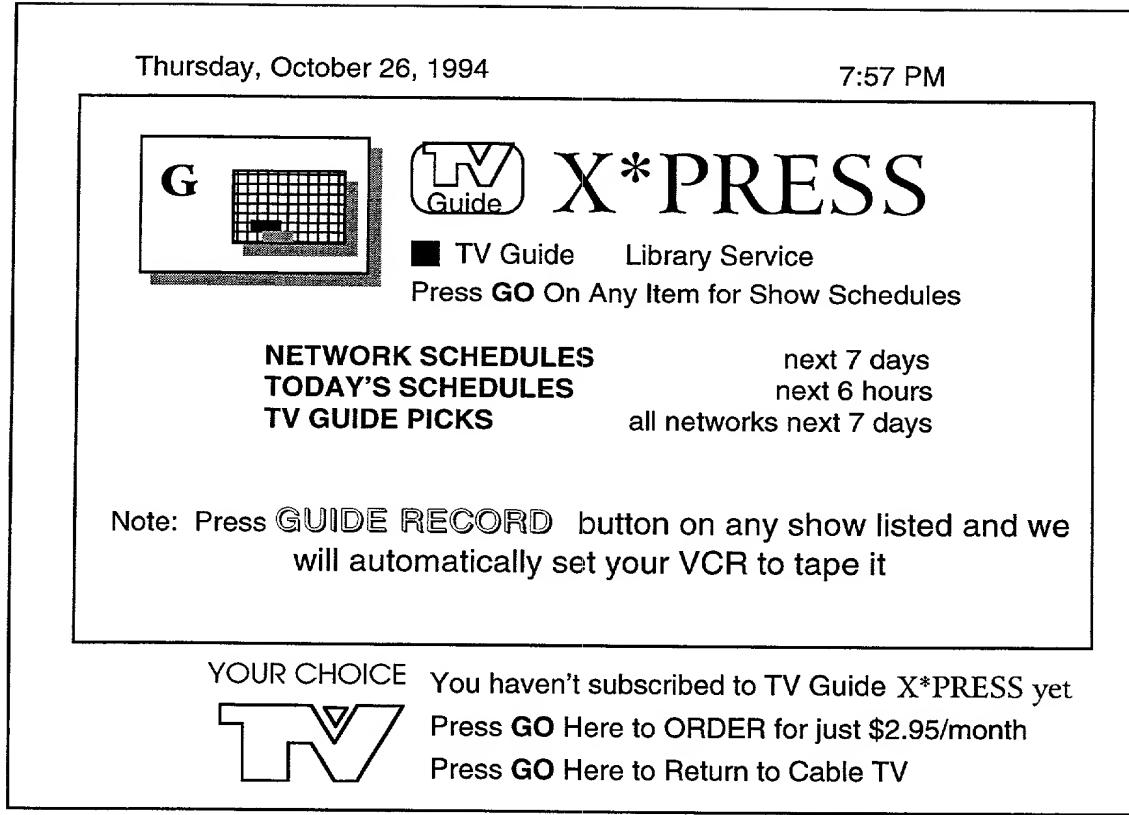
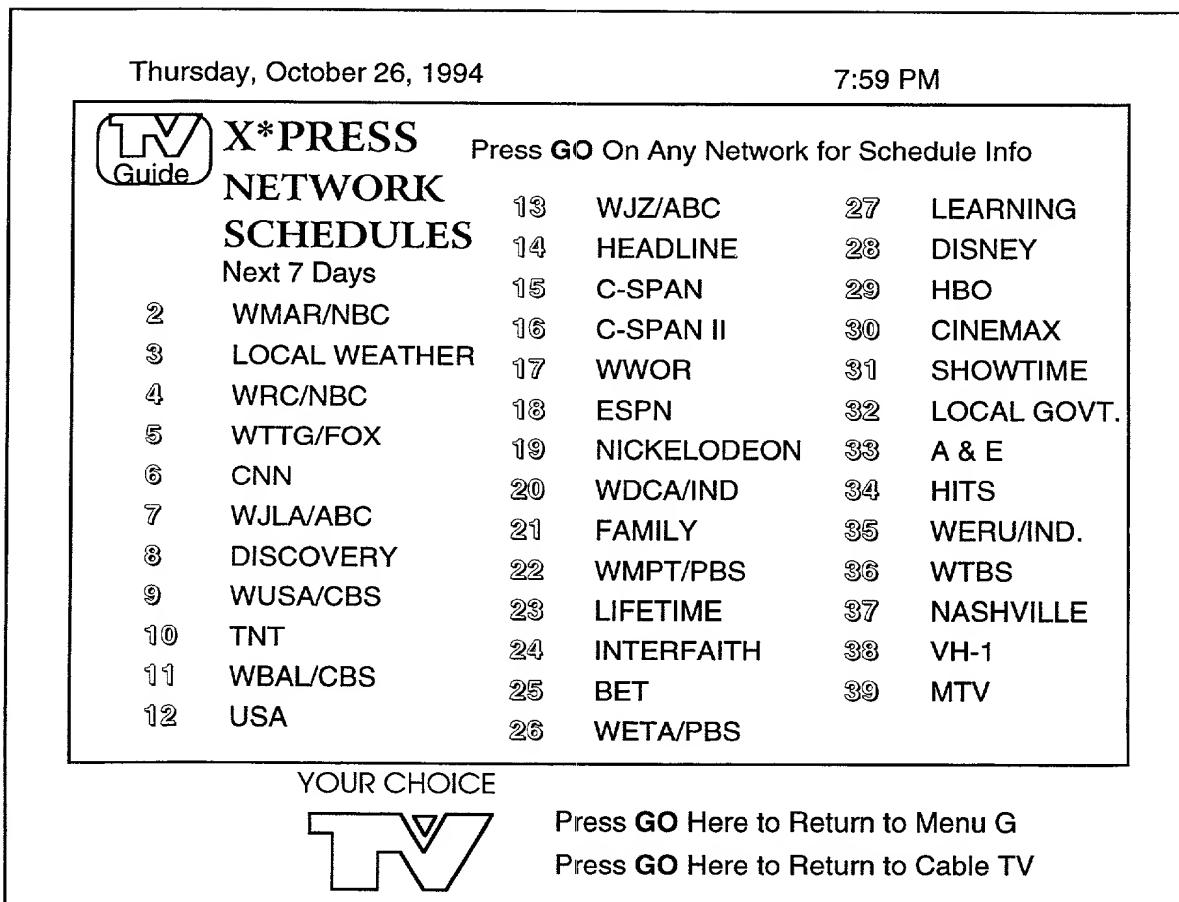


Fig. 16a



1036

Fig. 16b



1236

Fig. 16c

Thursday, October 26, 1994 7:59 PM

 **PROGRAMMING SCHEDULE** Next 7 Days
 **X*PRESS**

Press **GO** On The Day You Want To Review

TODAY	October 26, 1994
FRIDAY	October 26, 1994
SATURDAY	October 26, 1994
SUNDAY	October 26, 1994
MONDAY	October 26, 1994
TUESDAY	October 26, 1994
WEDNESDAY	October 26, 1994

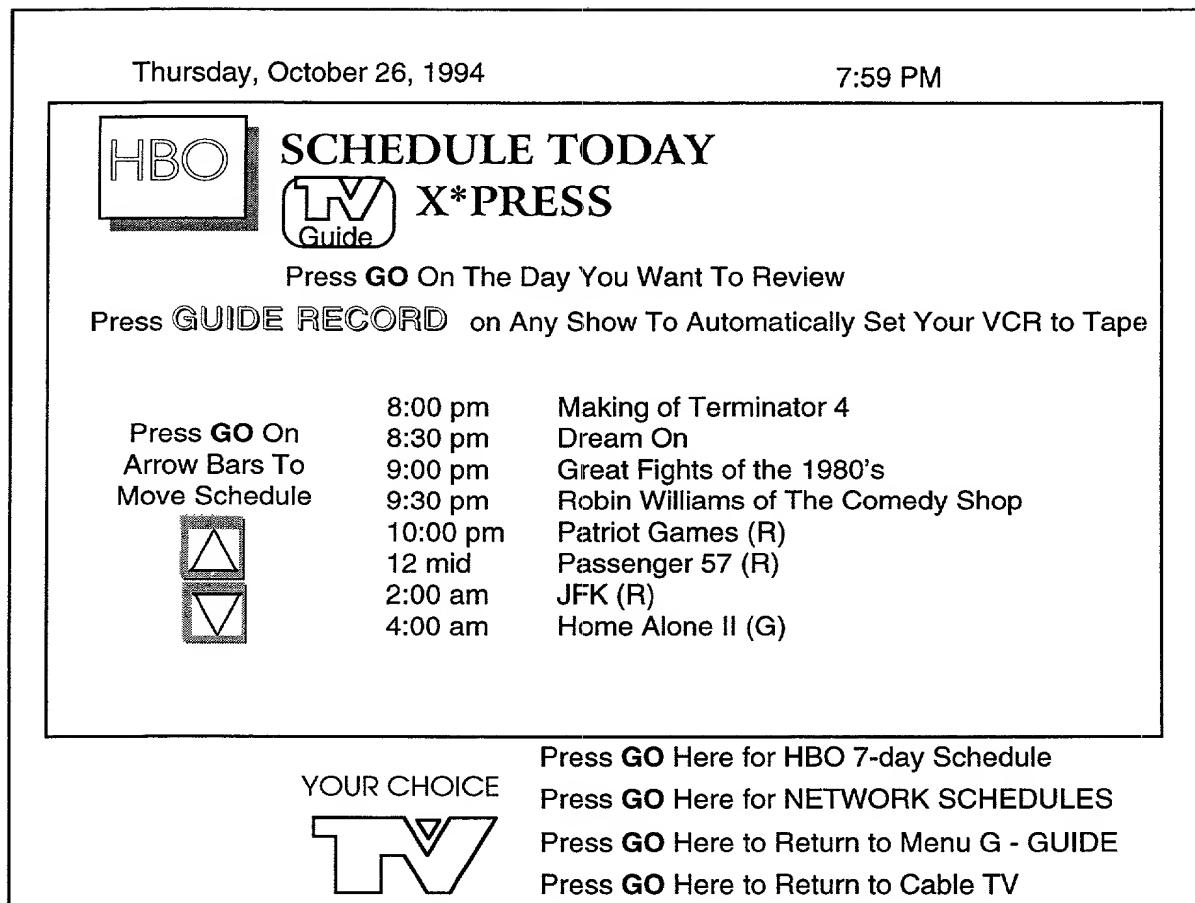
YOUR CHOICE



Press **GO** Here for NETWORK SCHEDULES
Press **GO** Here to Return to Menu G - GUIDE
Press **GO** Here to Return to Cable TV

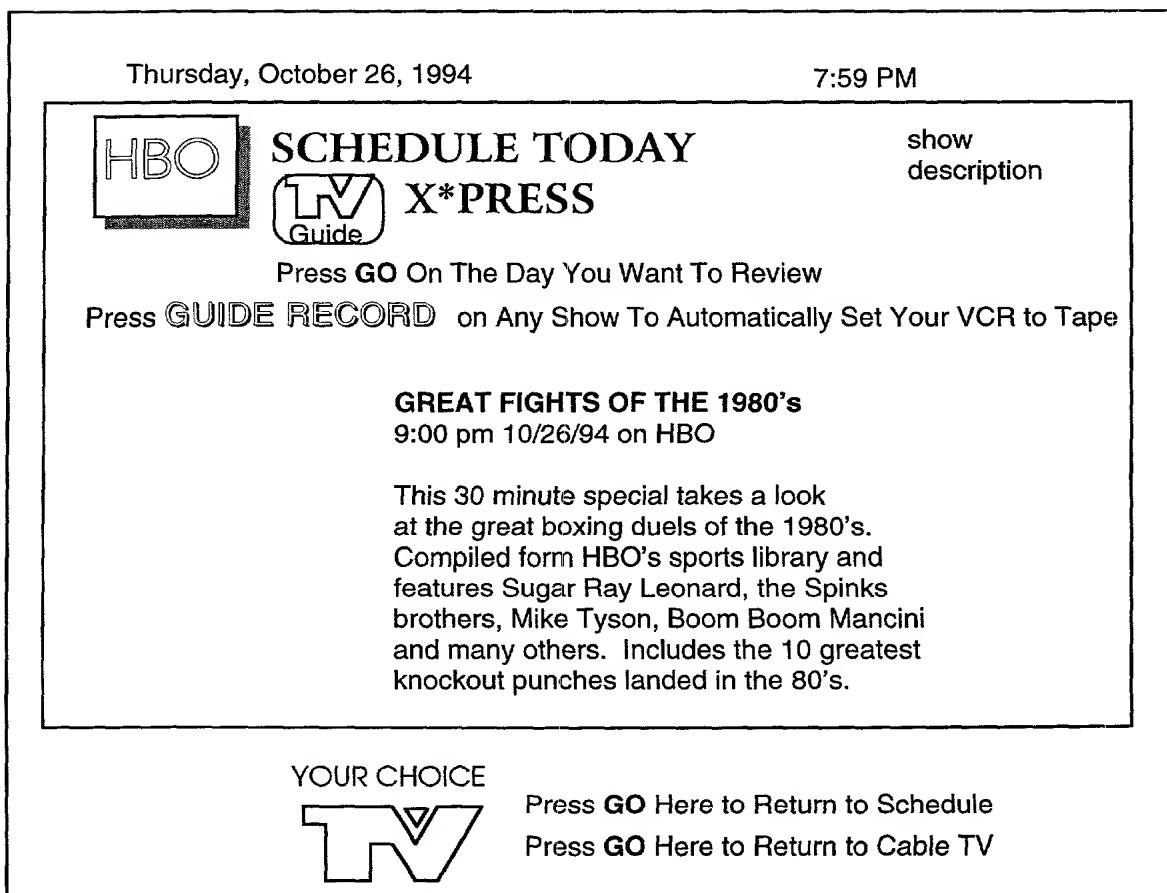
1238

Fig. 16d



1242

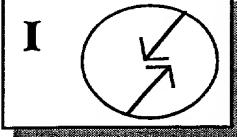
Fig. 16e



1244

Fig. 17a

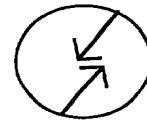
Thursday, October 26, 1994 8:00 PM

I 

**INTERACTIVE SERVICES
LEVEL A**

There are three levels of interactivity possible with your cable television digital converter.

Level a is live interactivity with specially encoded cable and broadcast programs. . . available whenever you see this symbol. . .



This service offers enlightening information about programs, fun quizzes for the family, geographical facts, contests, and much more!

YOUR CHOICE



Press GO Here to order Level A interactivity for just \$4.95 per month and enjoy interactivity immediately
Press GO Here for More Information
Press GO Here to Return to Cable TV

1304

Fig. 17b

Thursday, October 26, 1994

8:00 PM

INTERACTIVE SERVICES LEVEL B

This level of interactivity allows you to access a wide range of services including:

PRODIGY

ENCYCLOPEDIA

AMERICA ON LINE

ATLAS

X*PRESS

SHOPPING CENTER

AIRLINE RESERVATIONS

ASSOCIATED PRESS

HOTEL RESERVATIONS

U.S. YELLOW PAGES

To take advantage of these services, an **INTERACTIVE MODEM** is required. This is available from your cable system. For installation and price information, contact your cable system today.

YOUR CHOICE

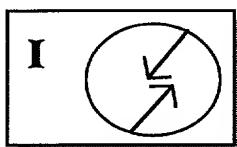
Press **GO** Here for More Information

Press **GO** Here to Return to Cable TV

1306

Fig. 17c

Thursday, October 26, 1994 8:00 PM



**INTERACTIVE SERVICES
LEVEL C**

Your digital converter can be connected to specially adapted CD-I and CD-ROM units that offer an enormous range of multi-media experiences for you and your family. Your cable system representative can describe all the details.

A free brochure is available

Please call today for details.

YOUR CHOICE

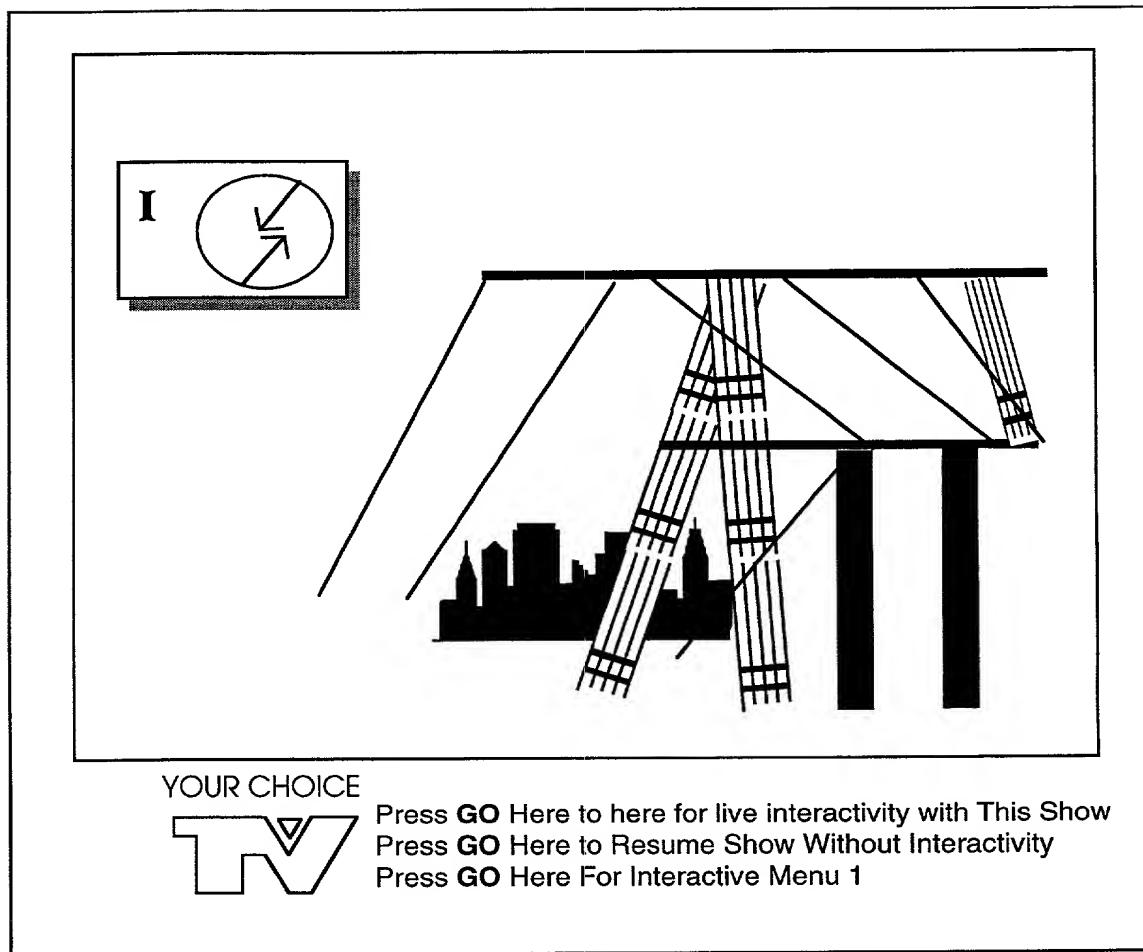


Press **GO** Here to order Level A interactivity for just \$4.95 per month and enjoy interactivity immediately

Press **GO** Here to Return to Cable TV

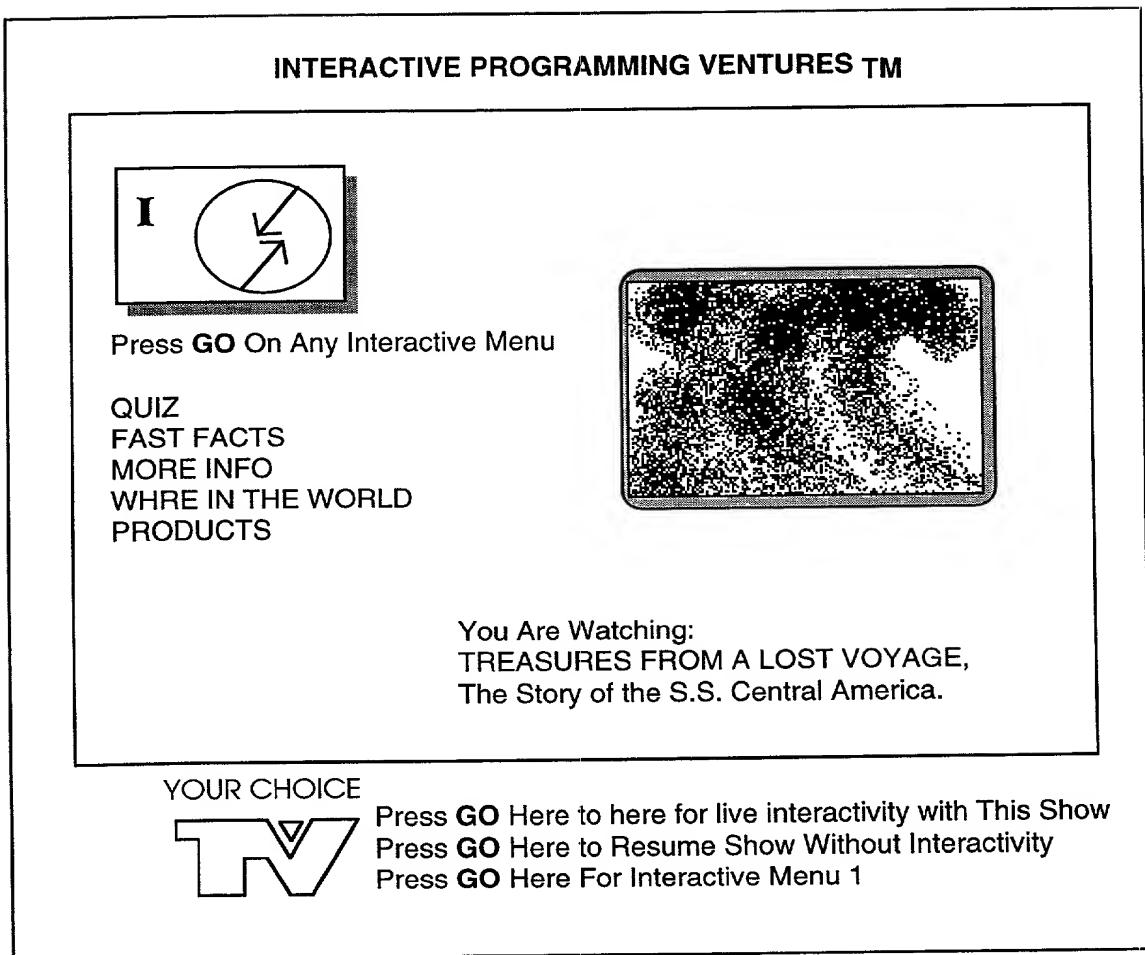
1308

Fig. 17d



1310

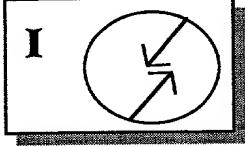
Fig. 17e



1312

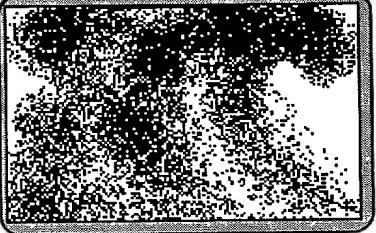
Fig. 17f

INTERACTIVE PROGRAMMING VENTURES TM



Press GO On Any Interactive Menu

QUIZ
FAST FACTS
MORE INFO
WHERE IN THE WORLD
PRODUCTS



FAST FACTS

In September 1857, the S.S. Central America, a sidewheel paddle steamer, sank approximately 160 miles off the coast of the Carolinas. In addition to carrying 578 passengers, the ship was carrying more than \$1 million worth of gold --now worth about \$500 million. Now more than 100 years later, two high school buddies put together a scientific team that located the ship and recovered the cargo. END

YOUR CHOICE

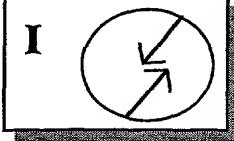


Press GO Here to Resume Show Without Interactivity
Press GO Here For Interactive Menu 1

1314

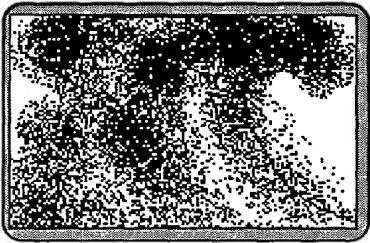
Fig. 17g

INTERACTIVE PROGRAMMING VENTURES TM

I 

Press GO On Any Interactive Menu

QUIZ
FAST FACTS
MORE INFO 
WHERE IN THE WORLD
PRODUCTS



The incoming water produced a deadly domino effect. The boiler fires went out, and the engines stopped. Since the coal was wet, the engines could not be restarted. While the ship had bilge pumps to get rid of the water, the bilge pumps needed the engines for power. Since no power was available, the pumps could not prevent the ship from flooding.

YOUR CHOICE

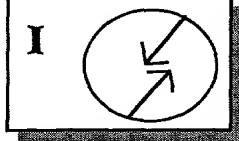
TV 

Press GO Here to Resume Show Without Interactivity
Press GO Here For Interactive Menu 1

1316

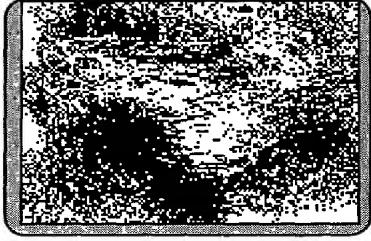
Fig. 17h

INTERACTIVE PROGRAMMING VENTURES TM



Press GO On Any Interactive Menu

QUIZ
FAST FACTS
MORE INFO 
WHERE IN THE WORLD
PRODUCTS



Press GO On Your Answer

Question 1 of 48:
What is the minimum wind speed
required for a storm to be classified
as a HURRICANE?

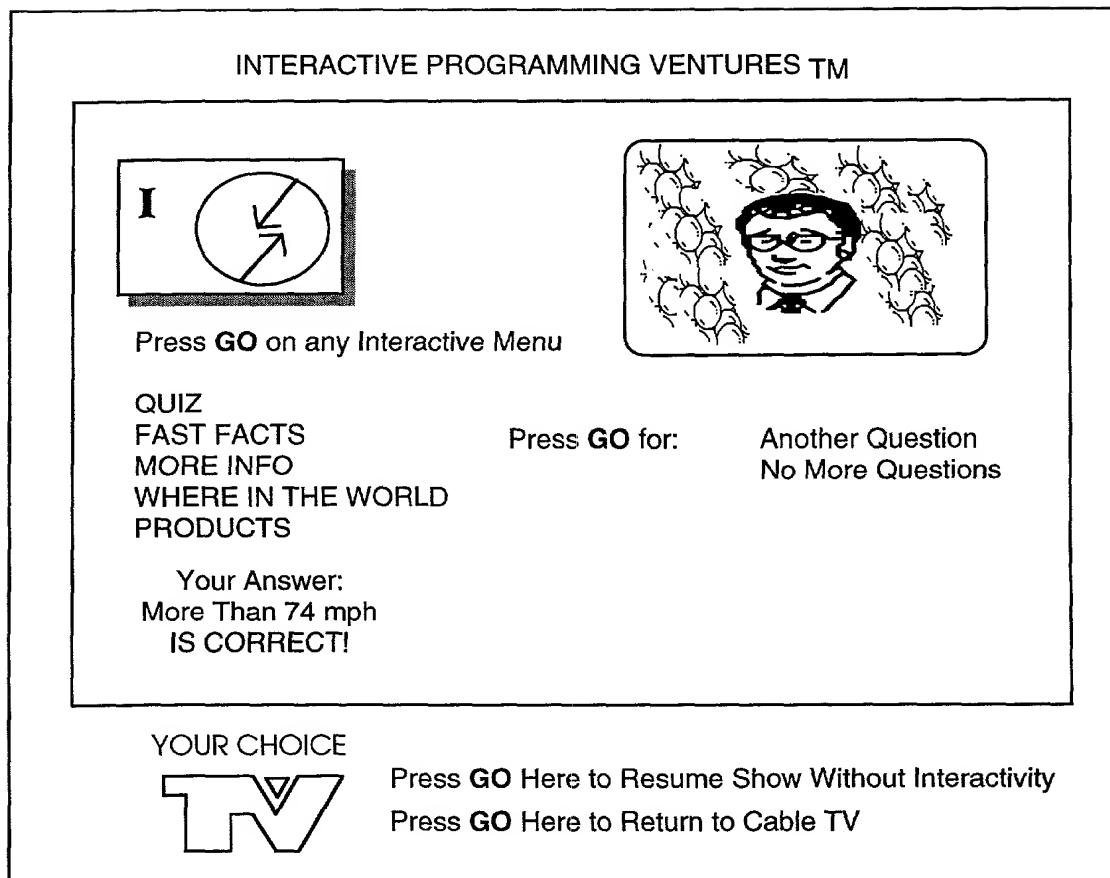
More than 40 mph
More than 45 mph
More than 74 mph
More than 85 mph
More than 100 mph

YOUR CHOICE



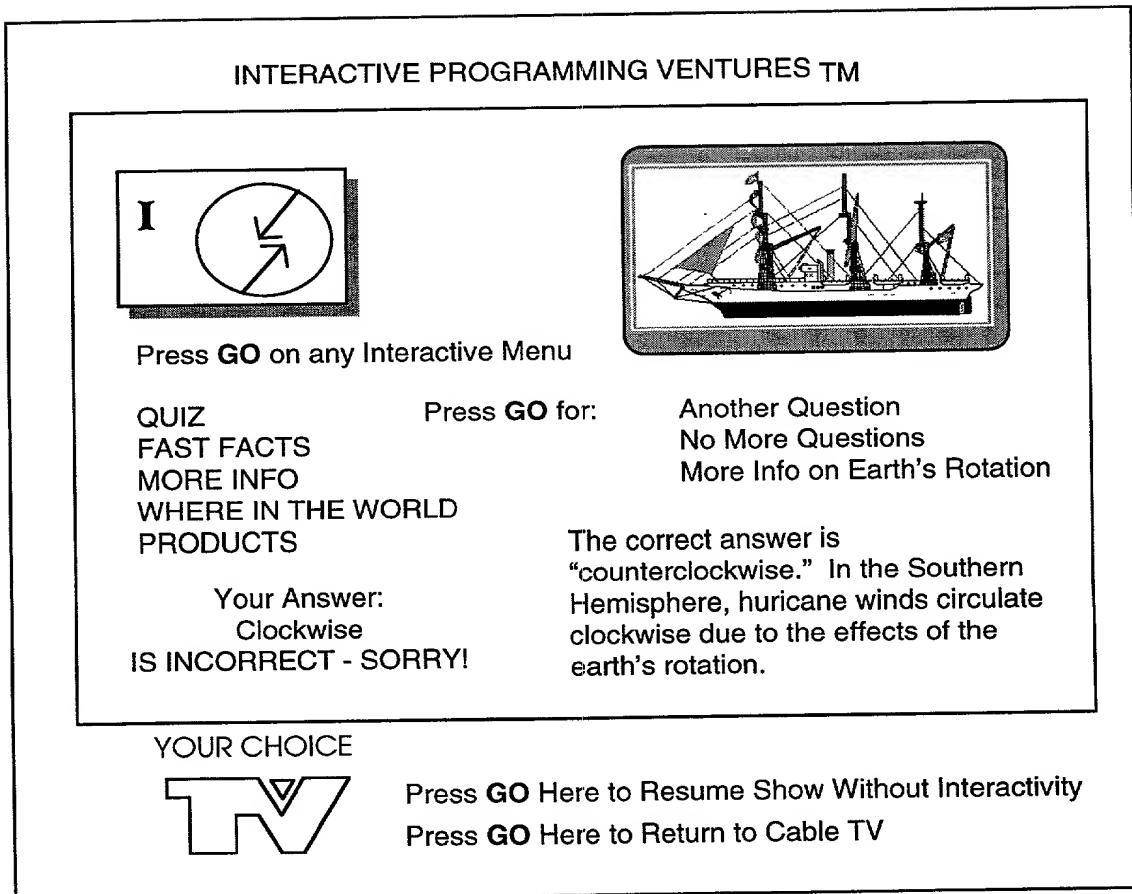
Press GO Here to Resume Show Without Interactivity
Press GO Here For Interactive Menu 1

Fig. 17i



1320

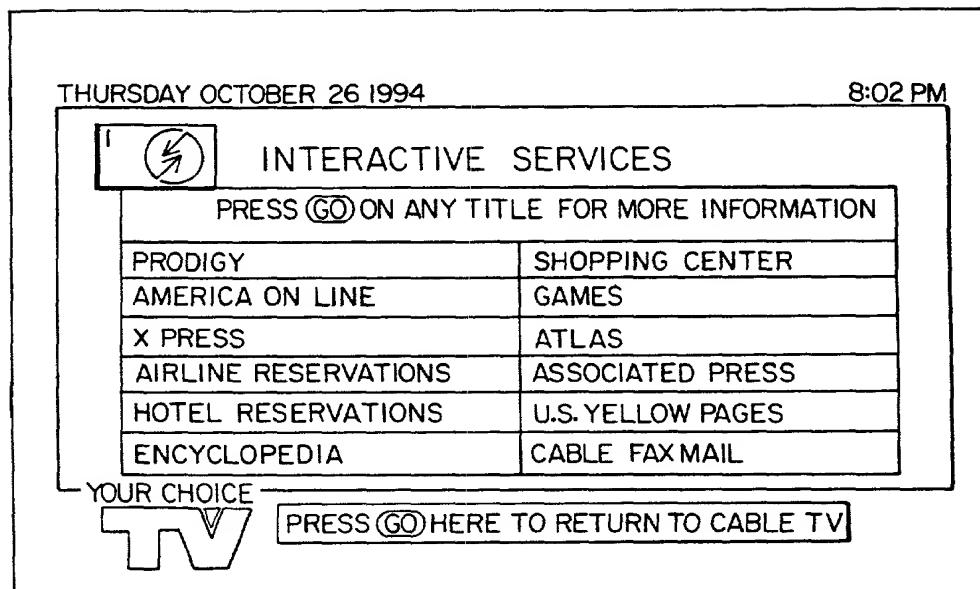
Fig. 17j



1324

000000000000000000000000

Fig. 18a



1330

Fig. 18b

00000000000000000000000000000000

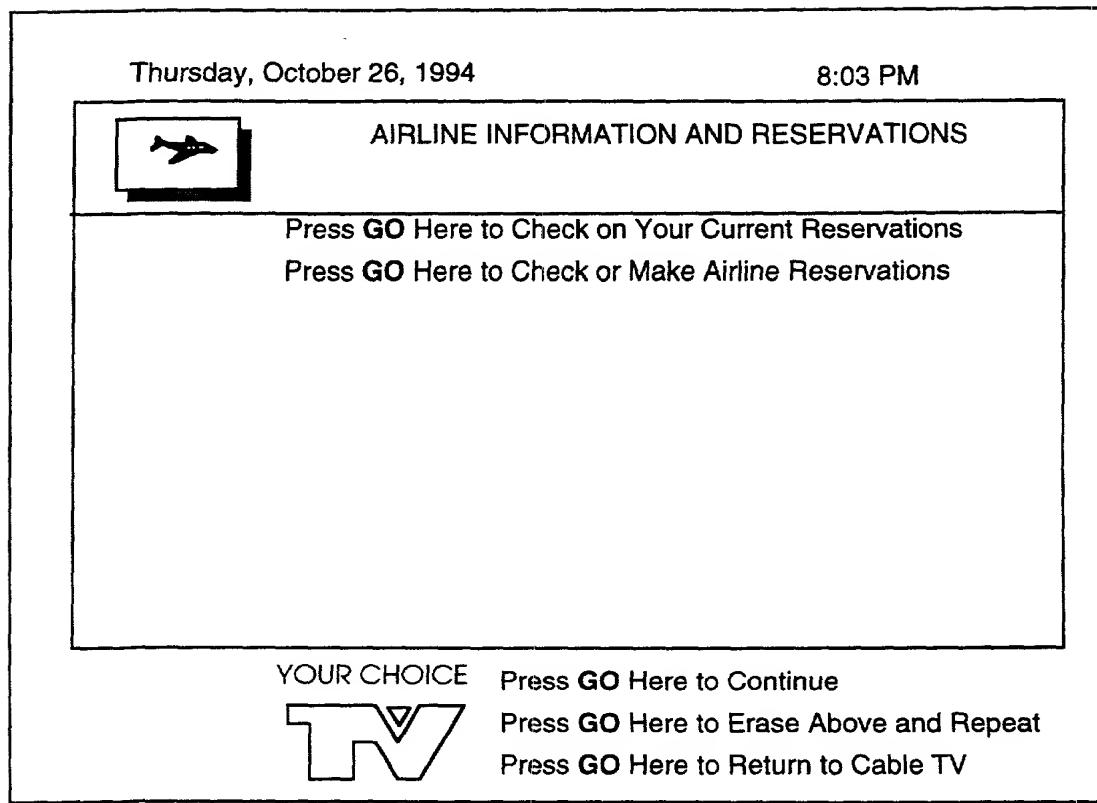
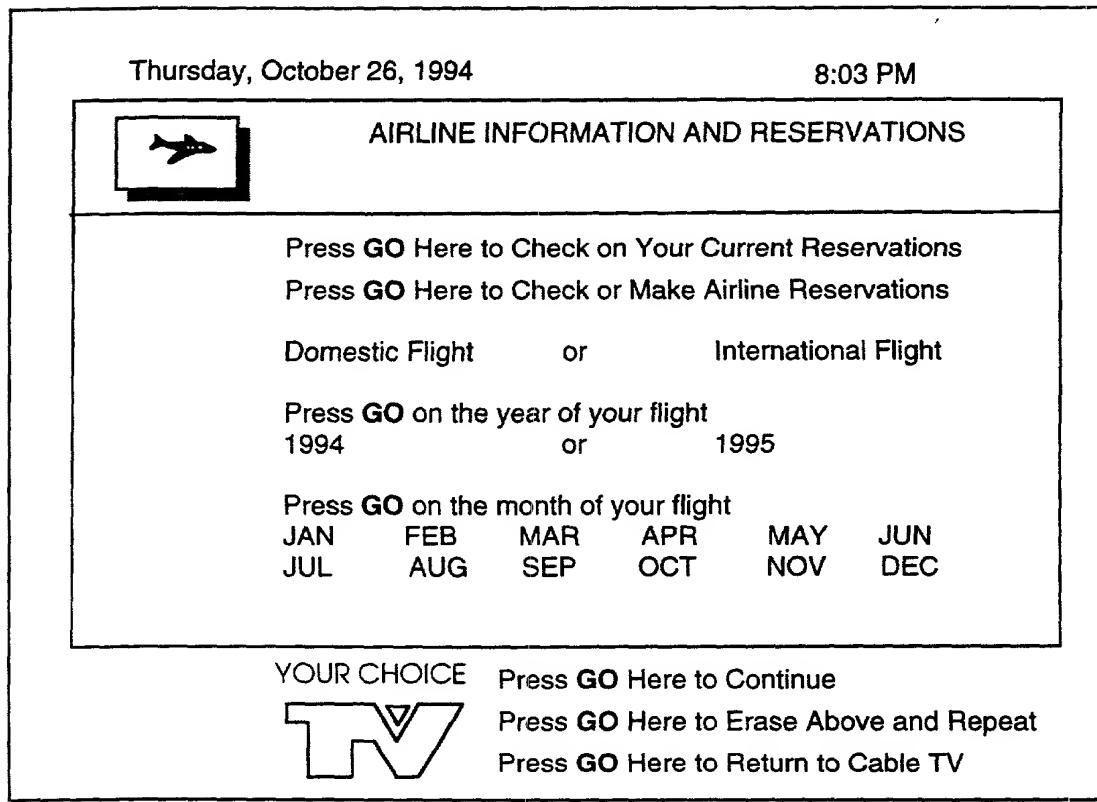


Fig. 18c

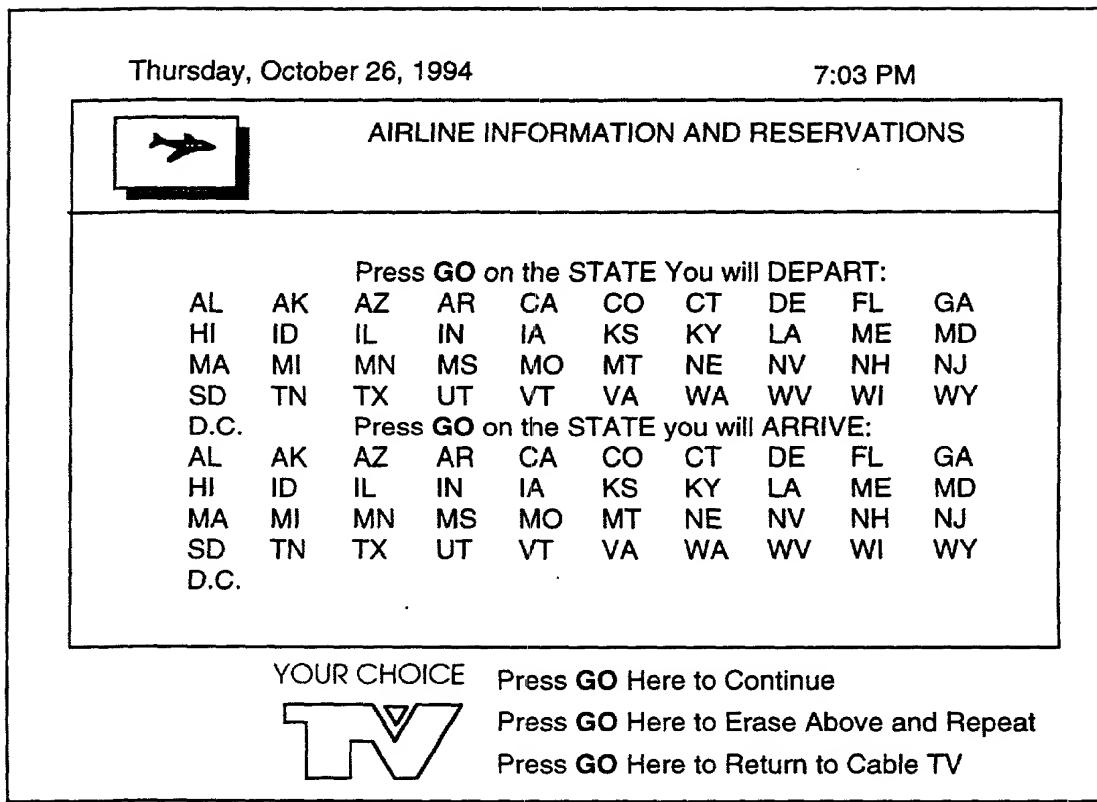
00000000000000000000000000000000



1334

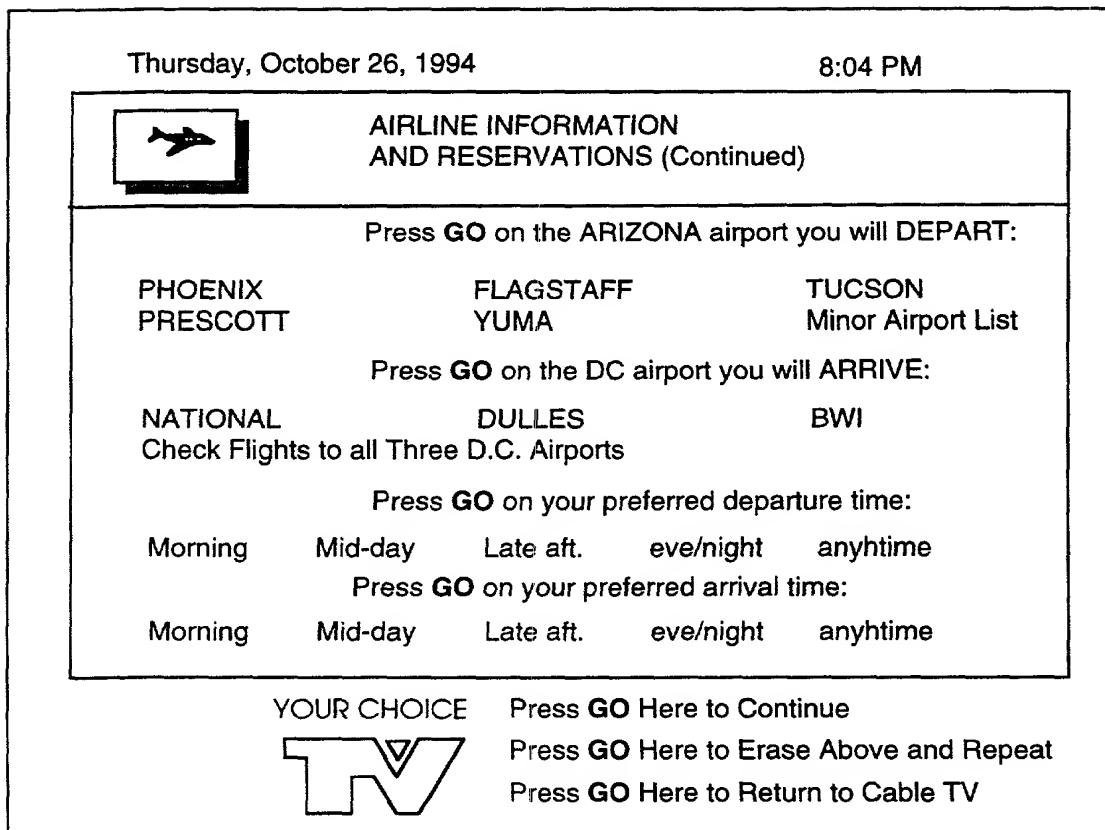
Fig. 18d

卷之三



1336

Fig. 18e



1338

Fig. 18f

Thursday, October 26, 1994 8:04 PM

 AIRLINE INFORMATION
AND RESERVATIONS (Continued)

Here are your airline flight options for a morning departure from Phoenix to Dulles.

Press GO on Any Flight to Check Availability and Fare

Depart Time	Arrive Time	Airline	Flight No.	Stops	Connecting Through
6:15 AM	1:30 PM	AMERICAN	32	0	
7:30 AM	2:45 PM	AMERICAN	212	0	
8:00 AM	3:07 PM	DELTA	49	0	
10:30 AM	7:15 PM	US AIR	285	1	Chicago
11:25 AM	6:10 PM	UNITED	10	0	
11:45 AM	8:40 PM	UNITED	77	1	Dallas

YOUR CHOICE Press GO Here to Return to Airline Main Menu
 Press GO Here to Return to Menu 1
 Press GO Here to Return to Cable TV



© 1994 Delta Air Lines Inc.

Fig. 18g

Thursday, October 26, 1994 8:04 PM

 AIRLINE INFORMATION
AND RESERVATIONS (Continued)

DELTA FLIGHT # 49 from Phoenix to Dulles direct
departs 8:00 AM and arrives 3:07 PM

To check availability, enter month, day and year
with your remote - example 03 21 94

Month: 11 Day: 25 Year: 9

Press GO Here to Erase Above Entries and Repeat
Press GO Here if Above Entries are Correct

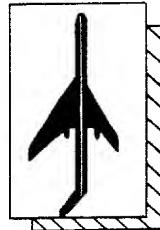
YOUR CHOICE


Press GO Here to Return to Airline Main Menu
Press GO Here to Return to Menu 1
Press GO Here to Return to Cable TV

1342

Thursday, October 26, 1994

8:05PM



AIRLINE INFORMATION AND RESERVATIONS(continued)

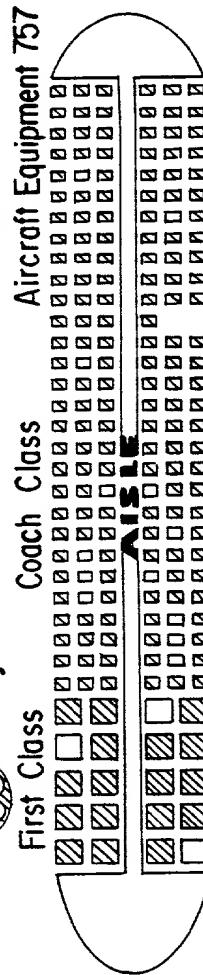
DELTA FLIGHT #49 from Phoenix to Dulles direct
departs 8:00 AM and arrives 3:07 PM

SEATS AVAILABLE ARE SHOWN IN BLUE

3 First Class Seats Remaining

15 Coach Class Seats Remaining

Press on Any Blue Seat(s) to Make Reservations



Press Here to Erase Above and Repeat
Press Here to Cancel Above and Exit
Press Here to Continue

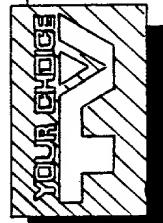


Fig. 18*n*

Fig. 18i

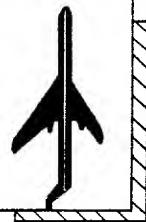
Thursday, October 26, 1994		8:06 PM
 AIRLINE INFORMATION AND RESERVATIONS (Continued)		
You have selected SEATS: 23A, 23B DELTA FLIGHT #49 from Phoenix to Wash.Dulles		
Date: 11/25/94 Departs 8:00 AM and arrives 3:07PM		
One Way Fare: \$295.00 23A \$295.00 23B		Round Trip Fare: \$419.00 23A Round Trip Fare: \$419.00 23B
Total: \$590.00		Total: \$838.00
Press GO Here to Select ONE WAY or ROUND TRIP		
TO CONFIRM YOUR RESERVATION:		
YOUR CHOICE		Press GO Here to Charge to Your Credit Card
		Press GO Here and an Agent Will Call You
		Press GO Here to Exit Without Reservation

↗
1346

Fig. 18j

Thursday, October 26, 1994 8:06 PM

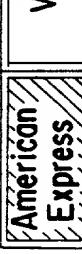
1348



**AIRLINE INFORMATION
AND RESERVATIONS(continued)**

CREDIT CARD CHARGE

Amount: \$ 590.00 Delta Flight # 49
One Way: Phoenix to Dulles Date: 11/25/94
Departs: 8:00 AM Arrives: 3:07 PM Dinner

Enter Your Credit Card Number:

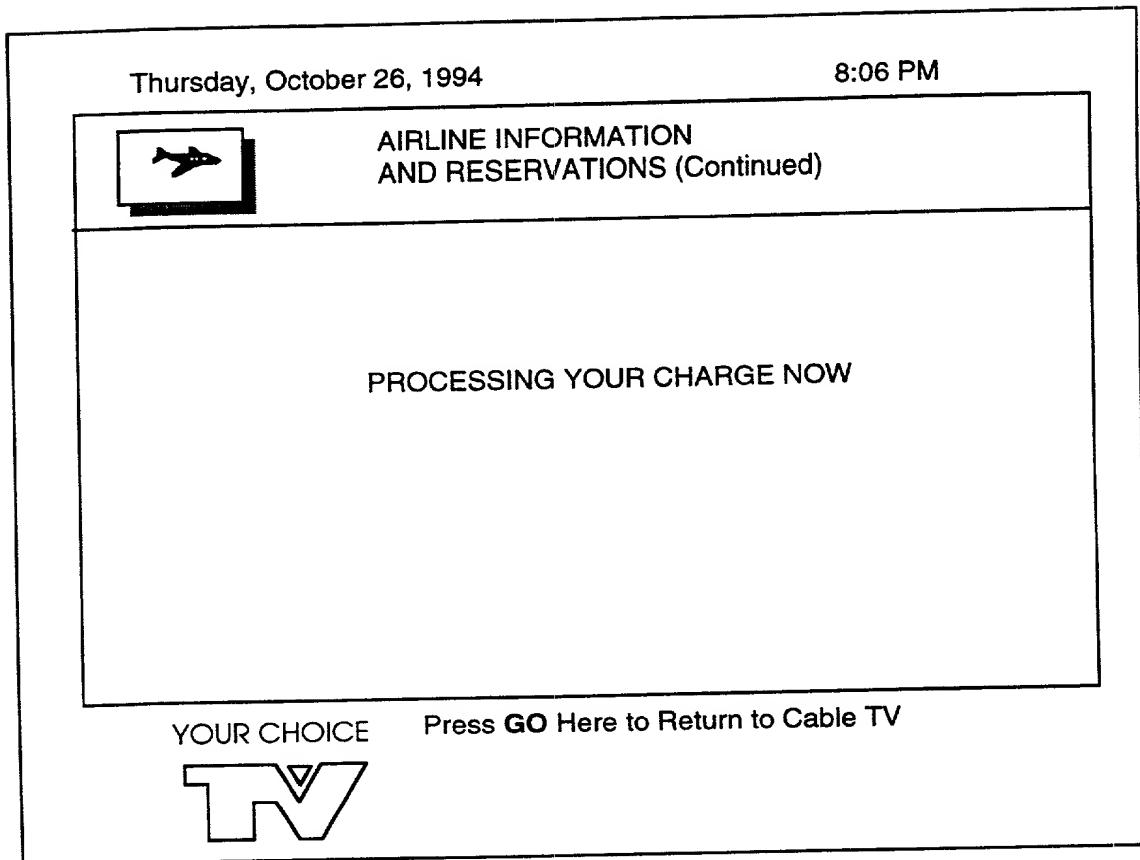
2 1 7 7 7 3 5 0 9 9 7 :
Month: Year:

Enter Expiration Date (example

Press  Here to Erase Above and Repeat
Press  Here to Cancel Above and Exit
Press  Here to Confirm Above Charge

YOU ARE LOGGED ON

Fig. 18k



1350

Fig. 18l

Thursday, October 26, 1994 8:06 PM

 AIRLINE INFORMATION AND RESERVATIONS

Your flight has been booked, seats reserved,
and your credit card has been charged.
This is your confirmation #R03574661

Press **GO** Here to pick up your tickets at the Delta airport counter
Press **GO** Here to have your tickets mailed to you

For your convenience: Press **GO** Here to store your credit card #
IN MEMORY for your next reservation

You can recheck your reservation through
MENU I, Airline Reservations

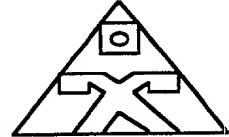
YOUR CHOICE


Press **GO** Here to Return to Cable TV



Fig. 19a

Thursday, October 26, 1994 8:08 PM

	DMX Demonstration Here are the menu options you'll enjoy: Press GO On the station you want						
Top 5	Hard Rock	Easy Listening	New Age	Country Top 40	Rythm and Blues	Classical	
Top 10	Heavy Metal	Instrum- mentals	Favorite Light Rock	New Country	Blues Legends	Classical Piano	
Top 40	Rock Classics	Easy List. Favorites	Beatles Only	Country Classics	Soul	Classical Strings	
Rock	Rap	Jazz	Rock Legends	Bluegrass	Soul Classics	Classical Guitar	
'30s	'40s	'50s	'60s	'70s	'80s	'90s	
Waltz	Latin	Disco	Polka	Reggae	Dance Fever	Teen Dance	

You are listening to:
MAGGIE MAE by Rod Stewart

More Information on Current Artist/Song
All this for just \$4.95 per month. Less than 1/2 the cost of one CD! ORDER NOW.

Screen ON/OFF

YOUR CHOICE

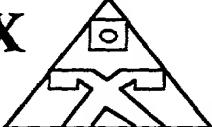


Press GO Here to Order DMX
Press GO Here to Return to Cable TV

1038

Fig. 19b

Thursday, October 26, 1994 8:08 PM

 **MUSIC from DMX**
Digital Music Express 

When you order DMX you will instantly be able to access all the different stations through Menu 1. To enhance listening enjoyment, you might want to connect your stereo speakers to your TV set. If you listen to music in a different room or if you want to watch TV in one room while another family member listens to DMX in a separate room, a TUNER ATTACHMENT is available from your cable system. In any event, order DMX today for only \$4.95 per month and enjoy commercial-free digital radio instantly.

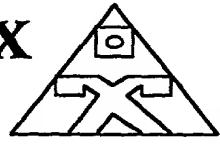
YOUR CHOICE
 Press GO Here for a Free Demo of DXM,
Digital Music Express

↗
1400

708260 76813650

Fig. 19c

Thursday, October 26, 1994 8:08 PM

 **MUSIC from DMX** 
Digital Music Express

Imagine over 40 stations of music delivered to your home in stunning digital quality -- with no commercial interruptions. This is DMX (Digital Music Express) and it is available now through your cable system. Each station has its own format -- rock, classical, country, soul, rap, easy listening, jazz, new age, big band era, dance, and many others -- so there will always be something playing that you will enjoy.

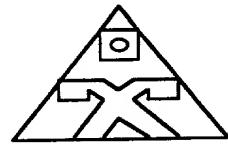
YOUR CHOICE


Press **GO** Here for More Information
Press **GO** Here to Return to Cable TV

↗
1404

Fig. 19d

Thursday, October 26, 1994 8:09 PM

 **DMX Demonstration** 

Here are the menu options you'll enjoy:

Press GO On the station you want

Top 5	Hard Rock	Easy Listening	New Age	Country Top 40	Rhythm and Blues	Classical
Top 10	Heavy Metal	Instrumentals	Favorite Light Rock	New Country	Blues Legends	Classical Piano 
Top 40	Rock Classics	Easy List. Favorites	Beatles Only	Country Classics	Soul	Classical Strings
Rock	Rap	Jazz	Rock Legends	Bluegrass	Soul Classics	Classical Guitar
'30s	'40s	'50s	'60s	'70s	'80s	'90s
Waltz	Latin	Disco	Polka	Reggae	Dance Fever	Teen Dance

You are listening to:
PIANO CONCERTO by Rachmaninoff No. 3 op. 30 1909

More Information on Current Artist/Song
All this for just \$4.95 per month. Less than 1/2 the cost of one CD!

Screen ON/OFF
ORDER NOW.

YOUR CHOICE 

Press GO Here to Order DMX
Press GO Here to Return to Cable TV

Fig. 19e

Thursday, October 26, 1994

8:09 PM

DMX Demonstration

Here are the menu options you'll enjoy:

Press GO On the station you want

Top 5	Hard Rock	Easy Listening	New Age	Country Top 40	Rhythm and Blues	Classical
Top 10	Heavy Metal	Instrumentals	Favorite Light Rock	New Country	Blues Legends	Classical Piano
Top 40	Rock Classics	Easy List. Favorites	Beatles Only	Country Classics	Soul	Classical Strings
Rock	Rap	Jazz	Rock Legends	Bluegrass	Soul Classics	Classical Guitar
'30s	'40s	'50s	'60s	'70s	'80s	'90s
Waltz	Latin	Disco	Polka	Reggae	Dance Fever	Teen Dance

Seirgei Rachmaninoff was born in Onega, Russia on April 9, 1873. He was a pianist, composer and a conductor. Rachmaninoff composed the Third

More Information on Current Artist/Song

All this for just \$4.95 per month. Less than 1/2 the cost of one CD! ORDER NOW.

Screen ON/OFF

YOUR CHOICE

Press GO Here to Order DMX

Press GO Here to Return to Cable TV

1412

Fig. 20

Thursday, February 26, 1994

7:44 PM

Fig. 21

Thursday, February 26, 1994

7:45 PM

Fig. 22

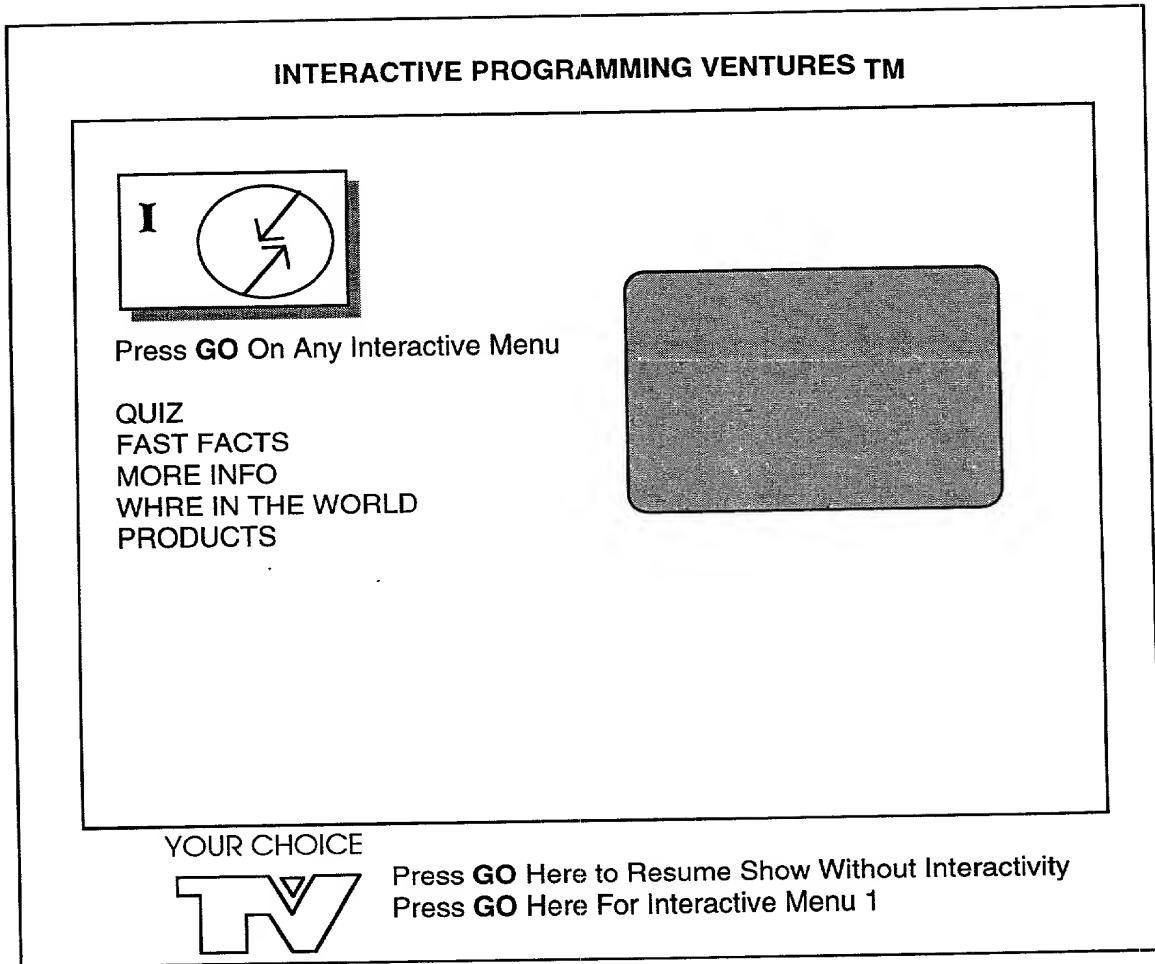


Fig. 23

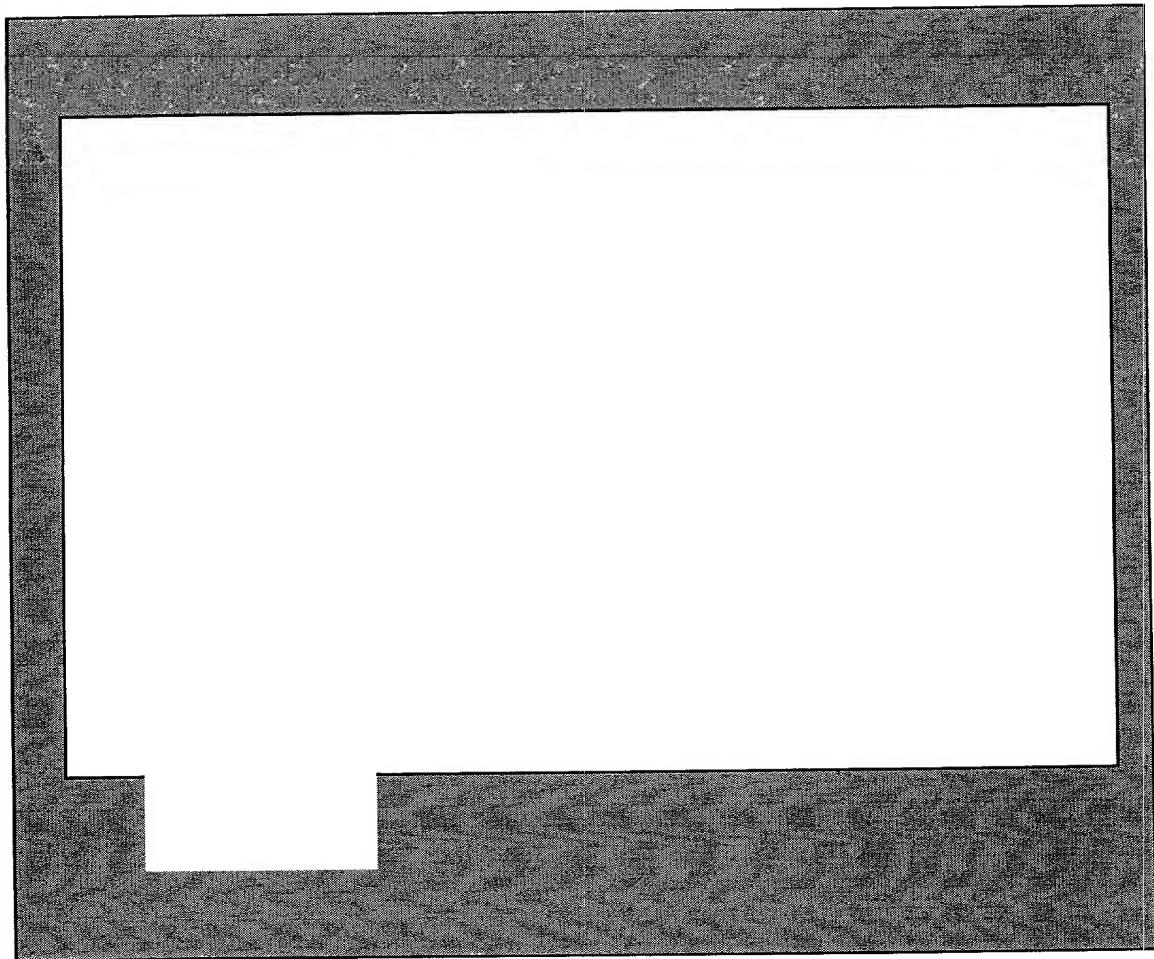


Fig. 24

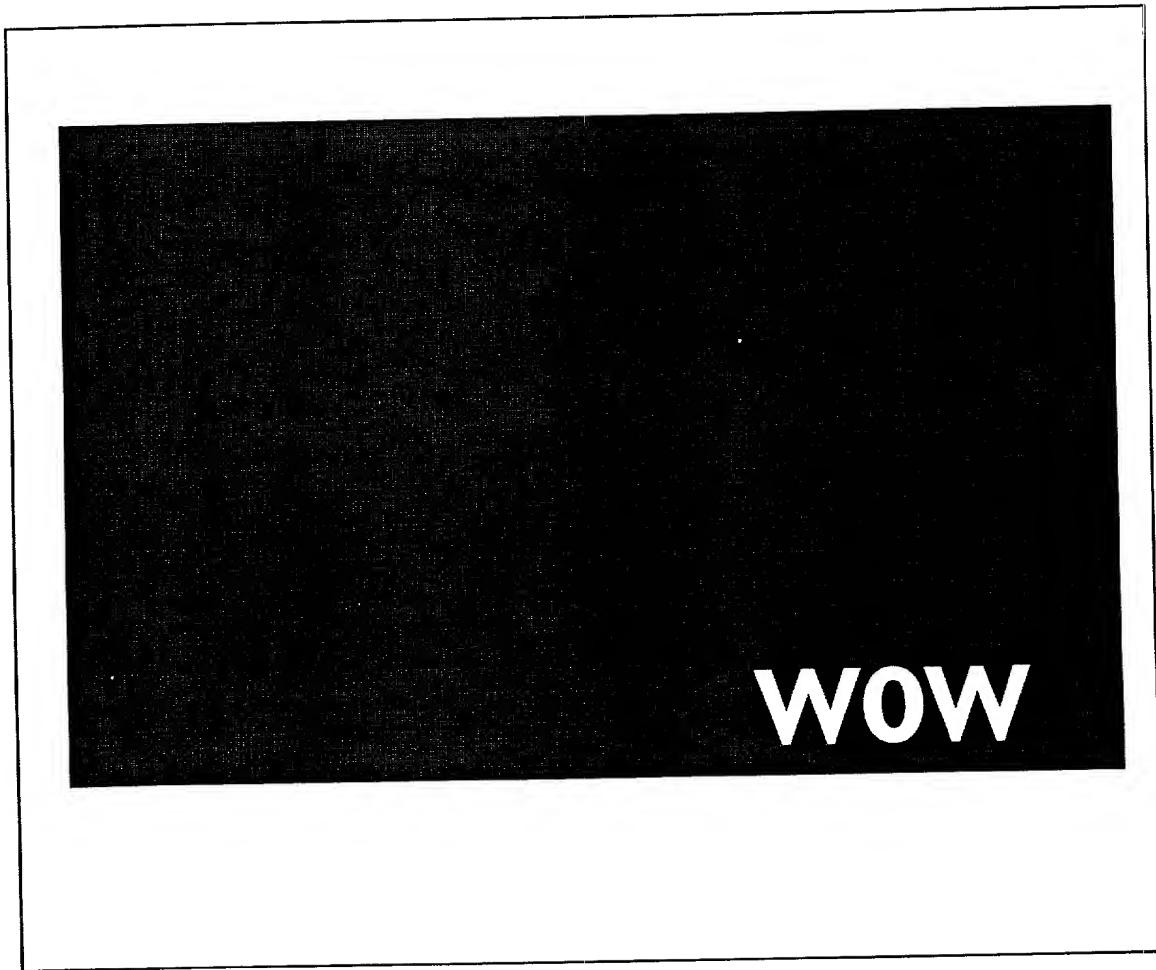
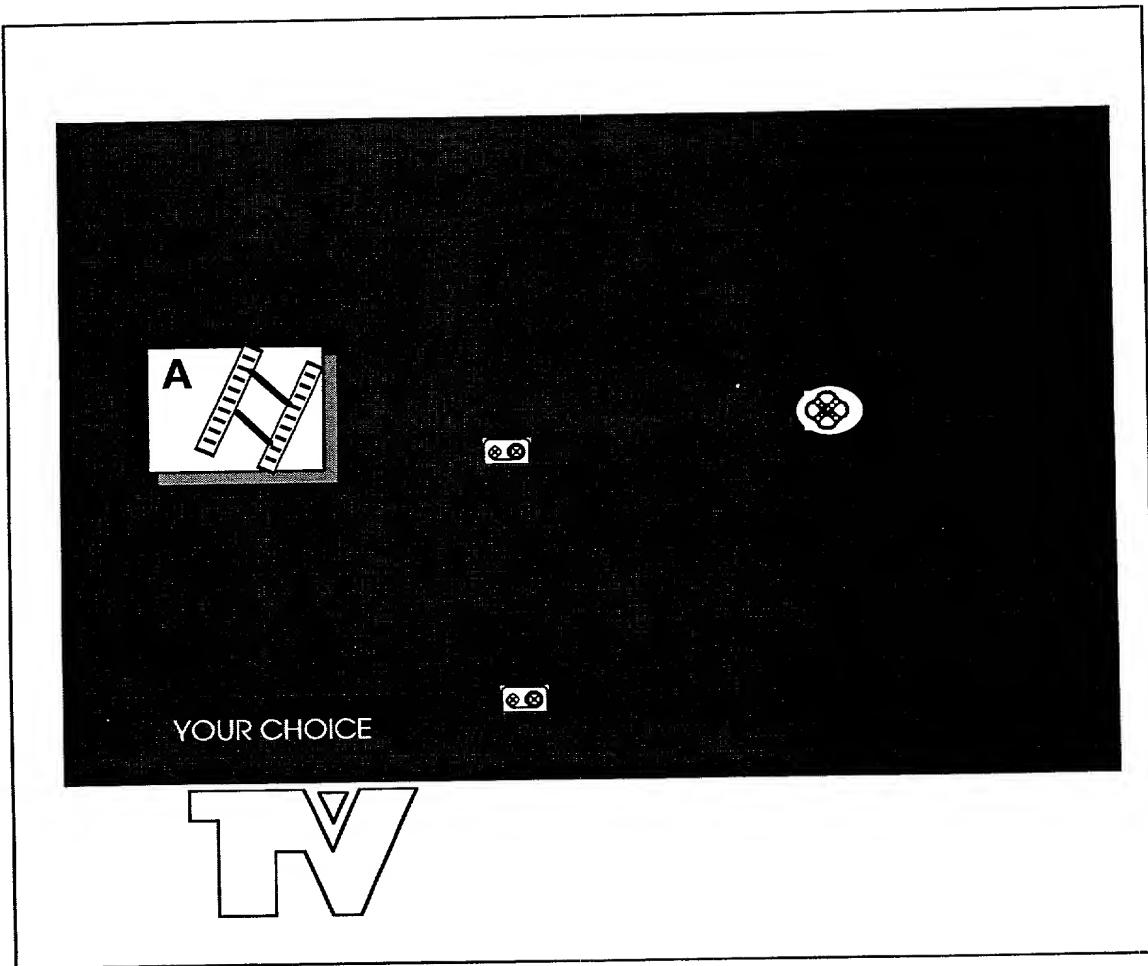


Fig. 25



© 1996 by Prentice-Hall, Inc.

Fig. 26

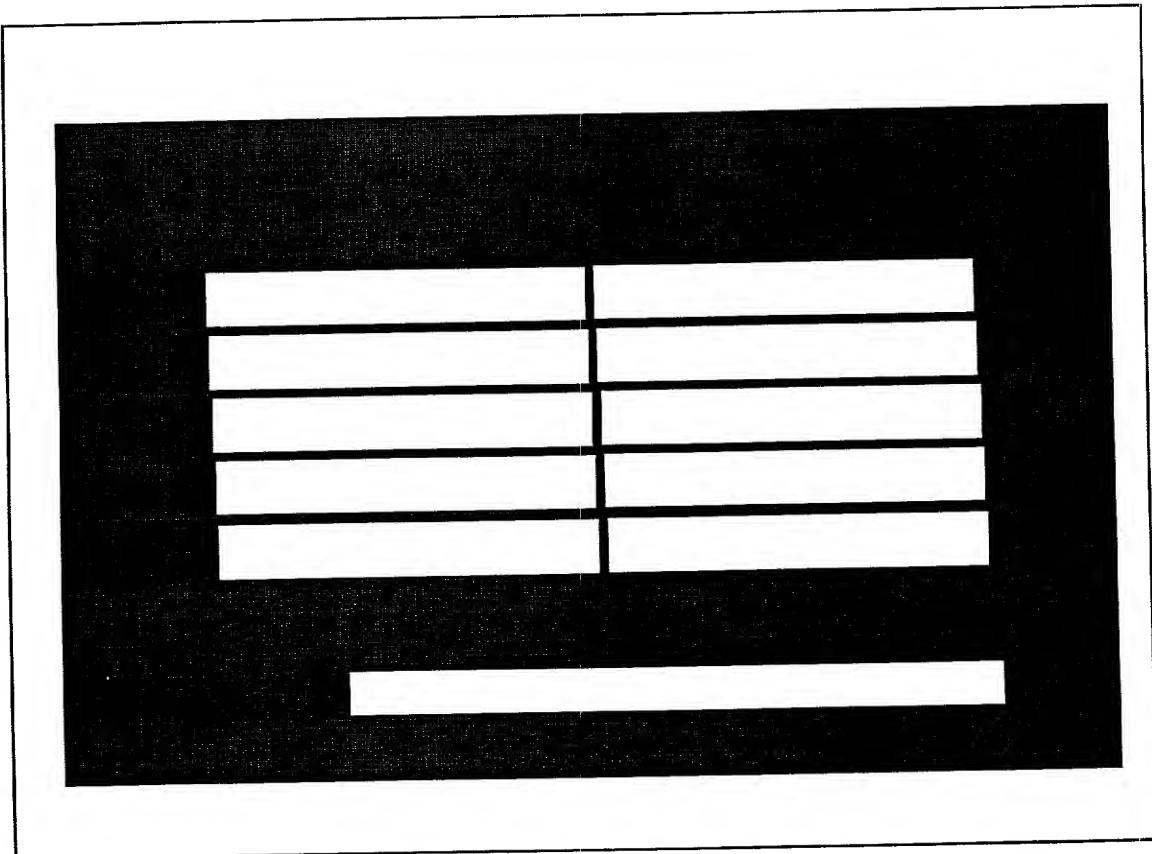


Fig. 27

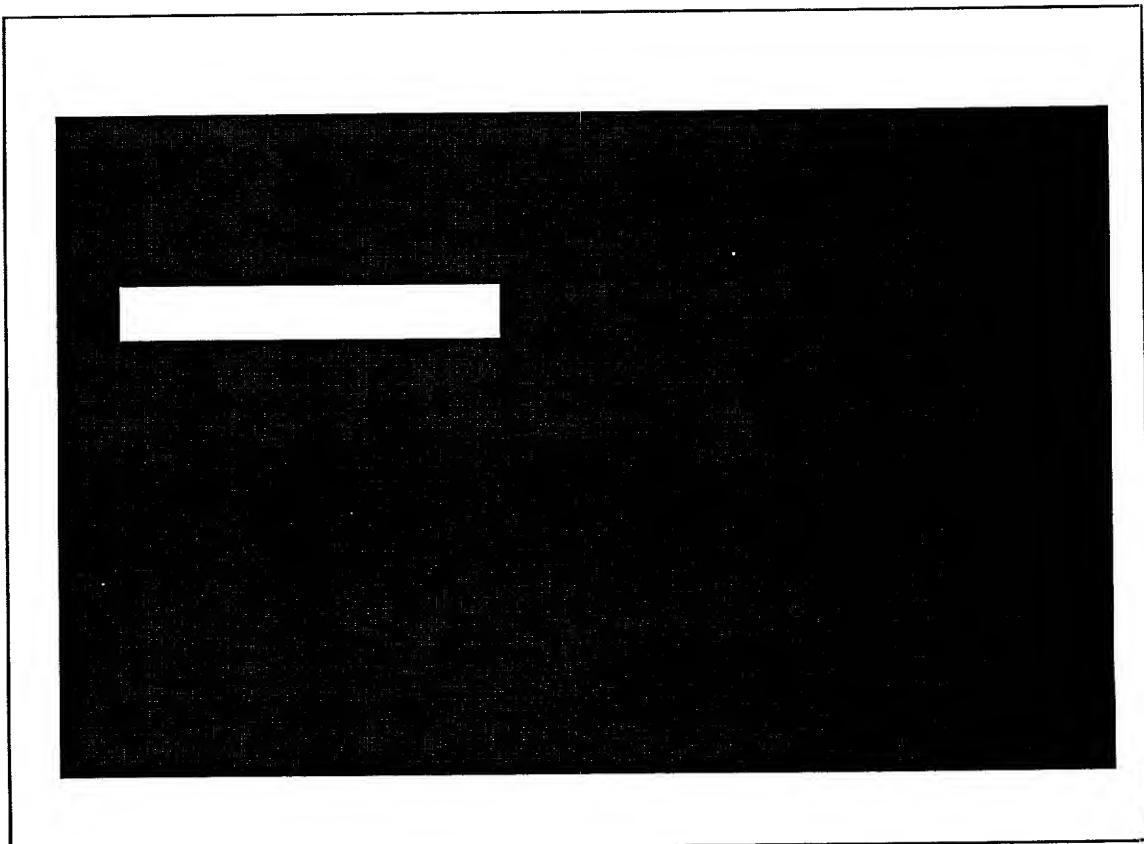


Fig. 28

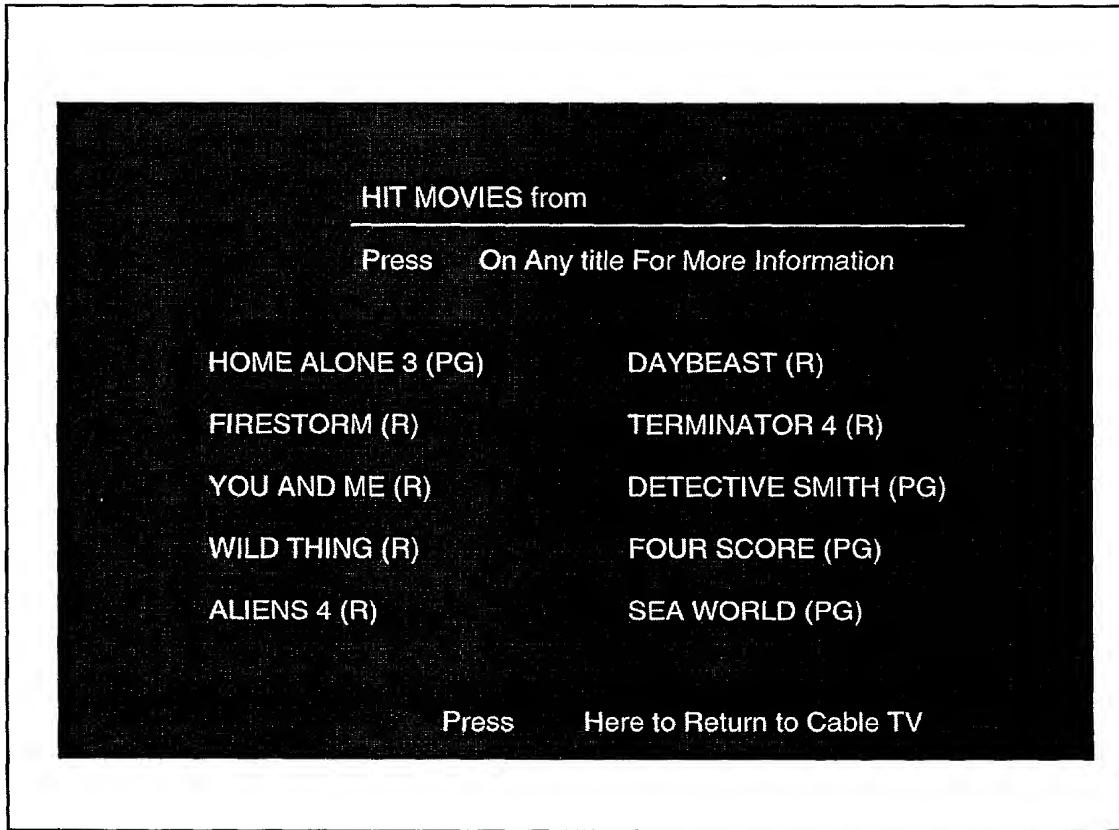
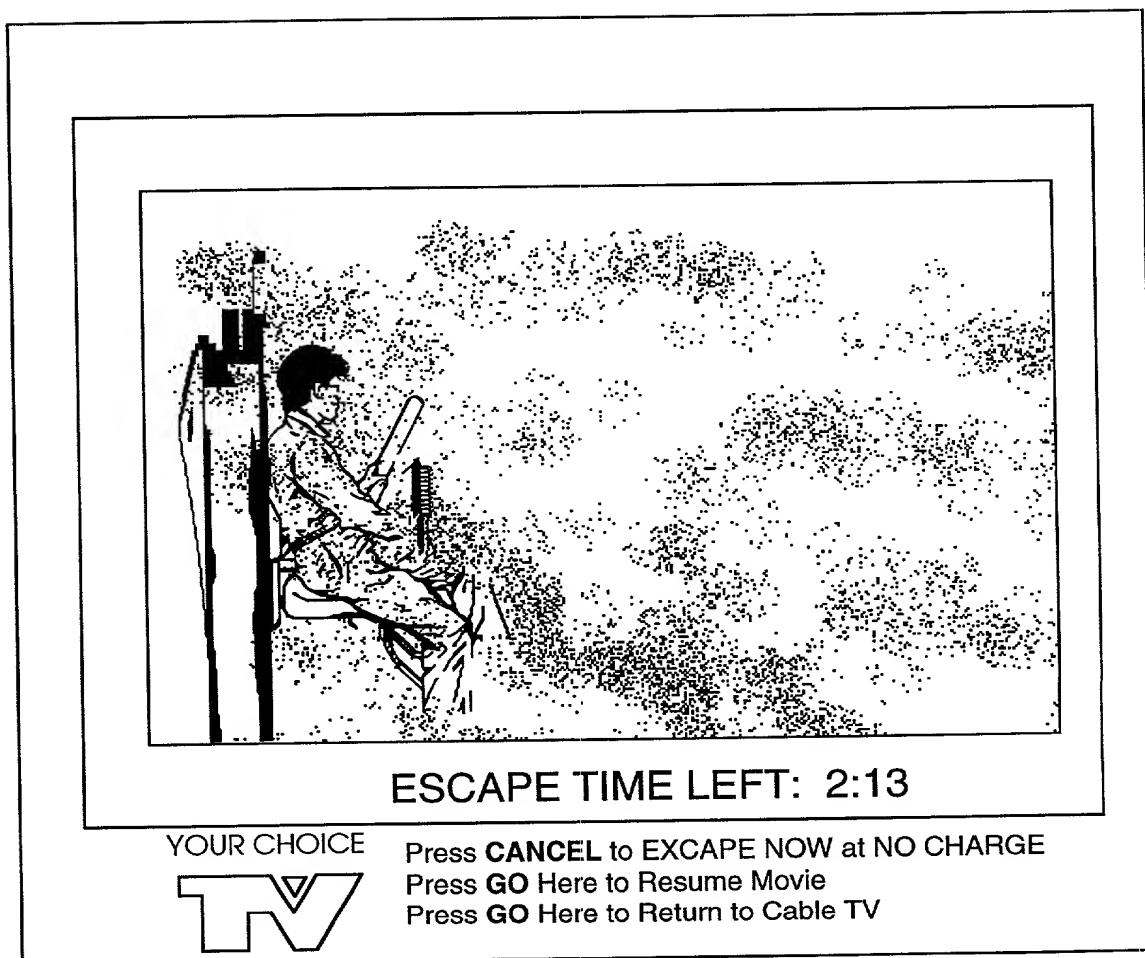
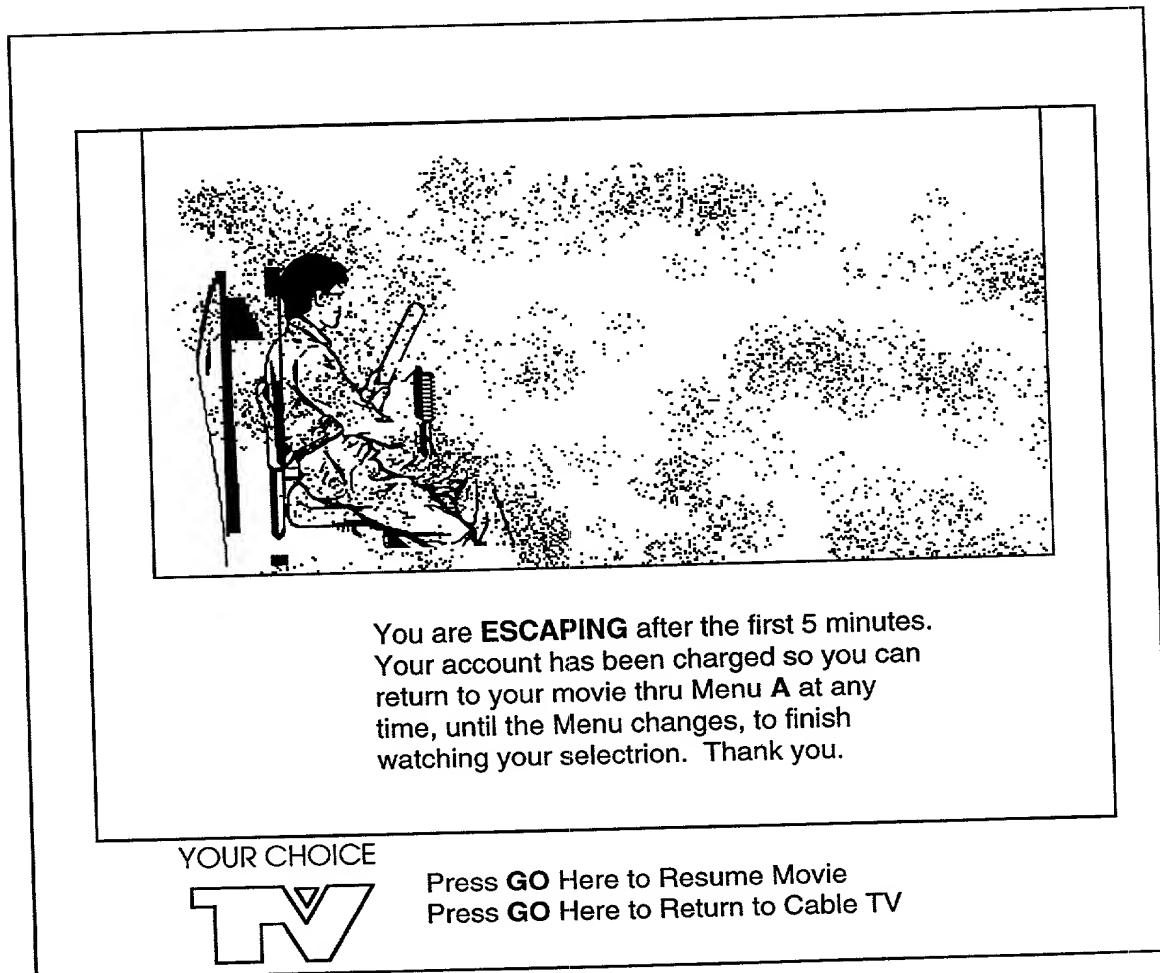


Fig. 29a



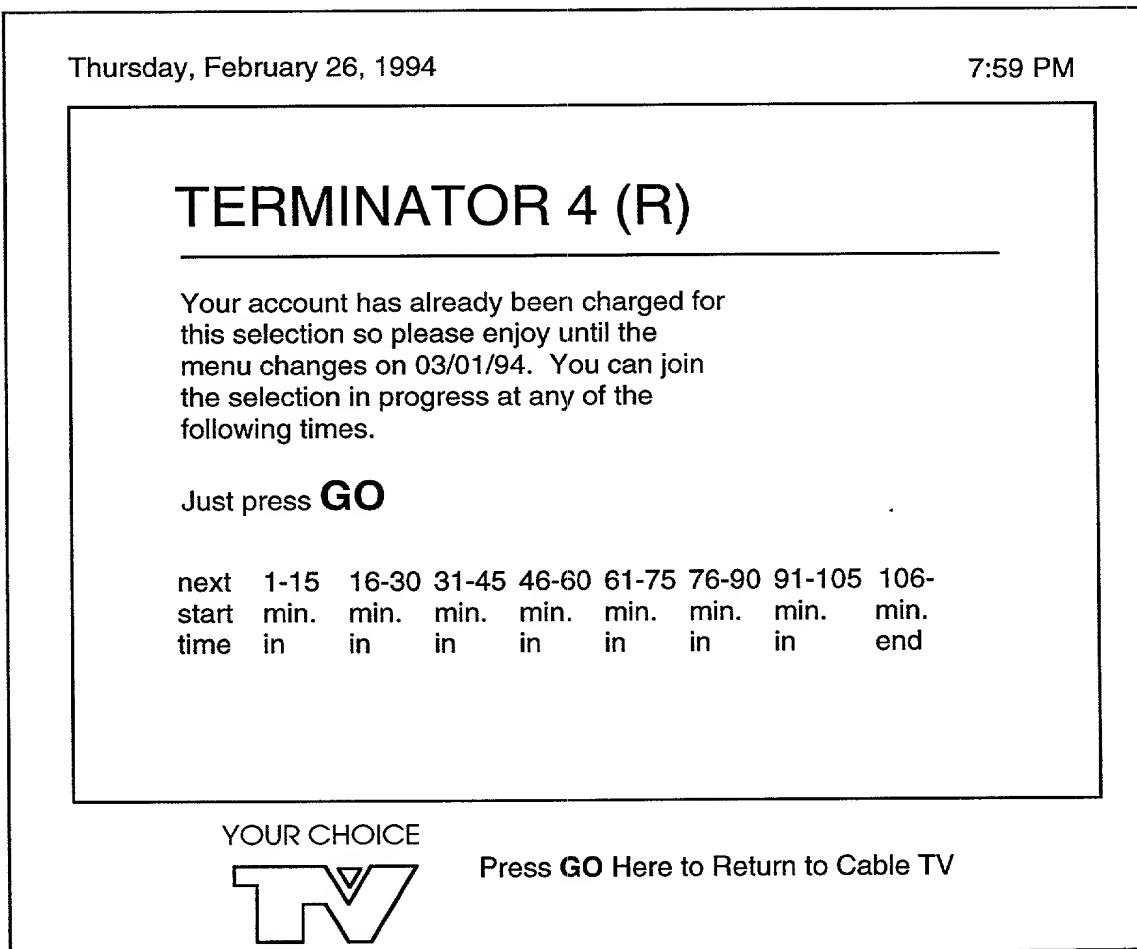
1130

Fig. 29b



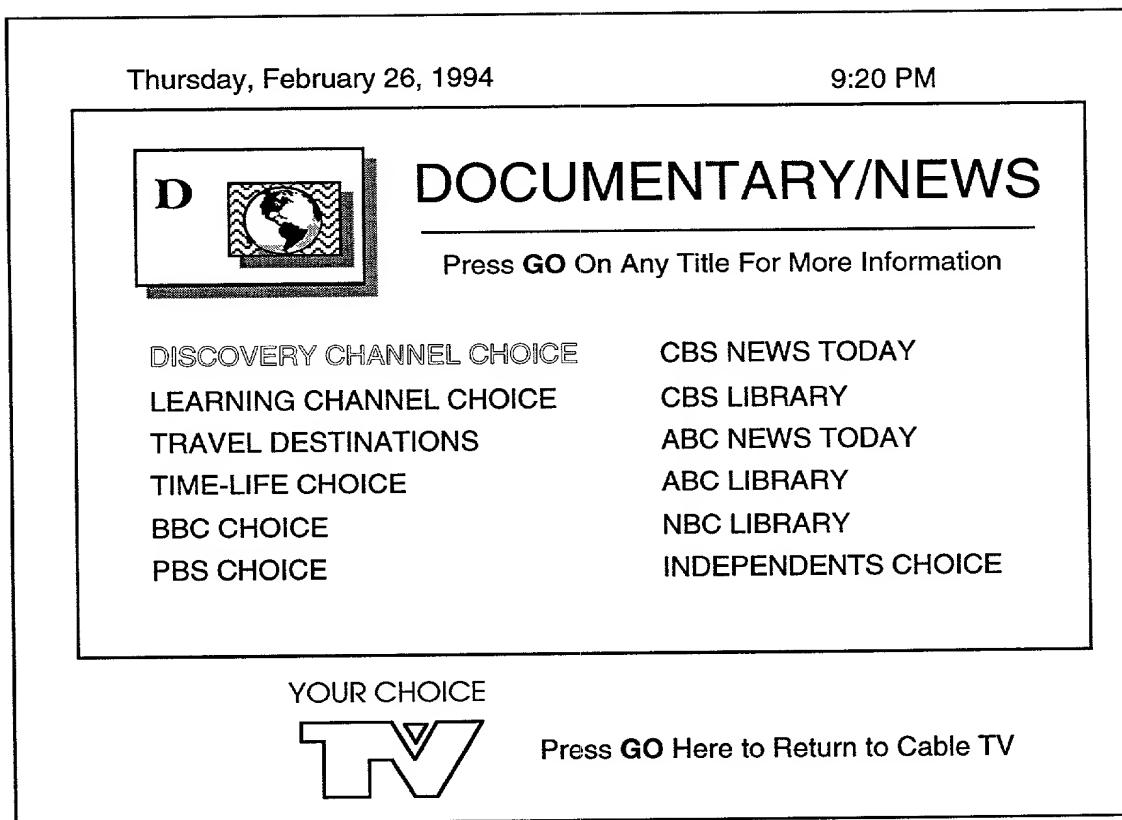
1133

Fig. 29c



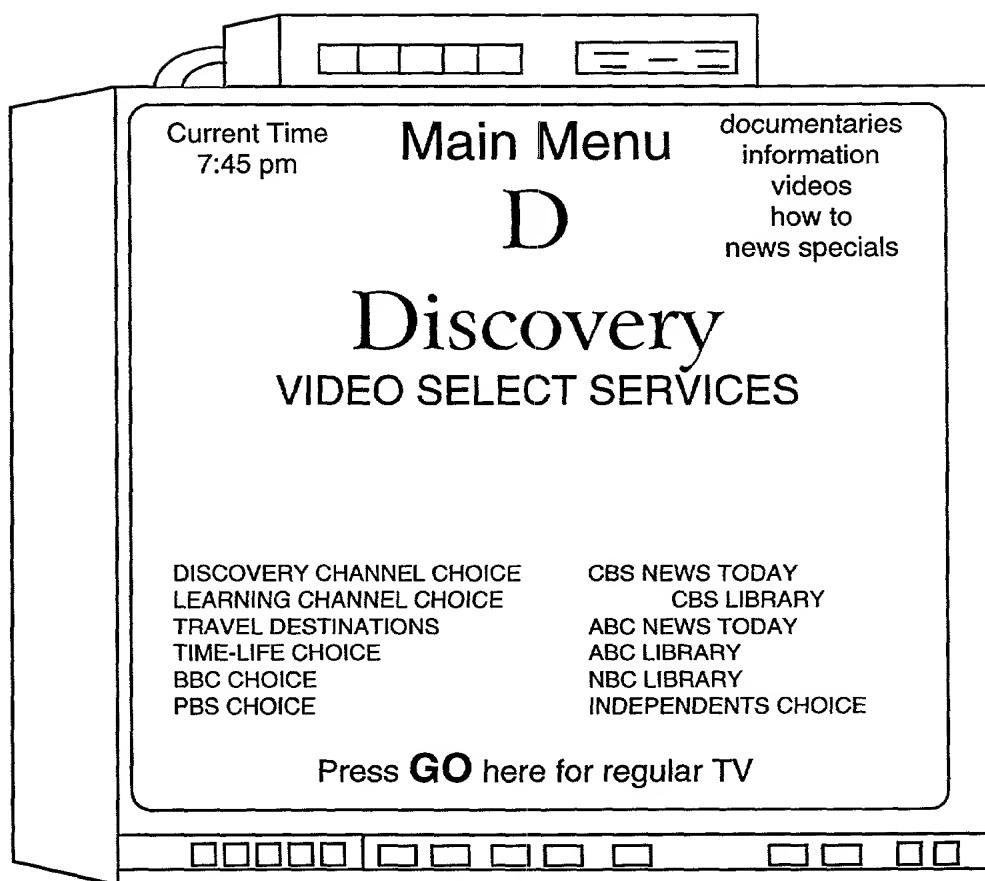
1135

Fig. 30a



1028

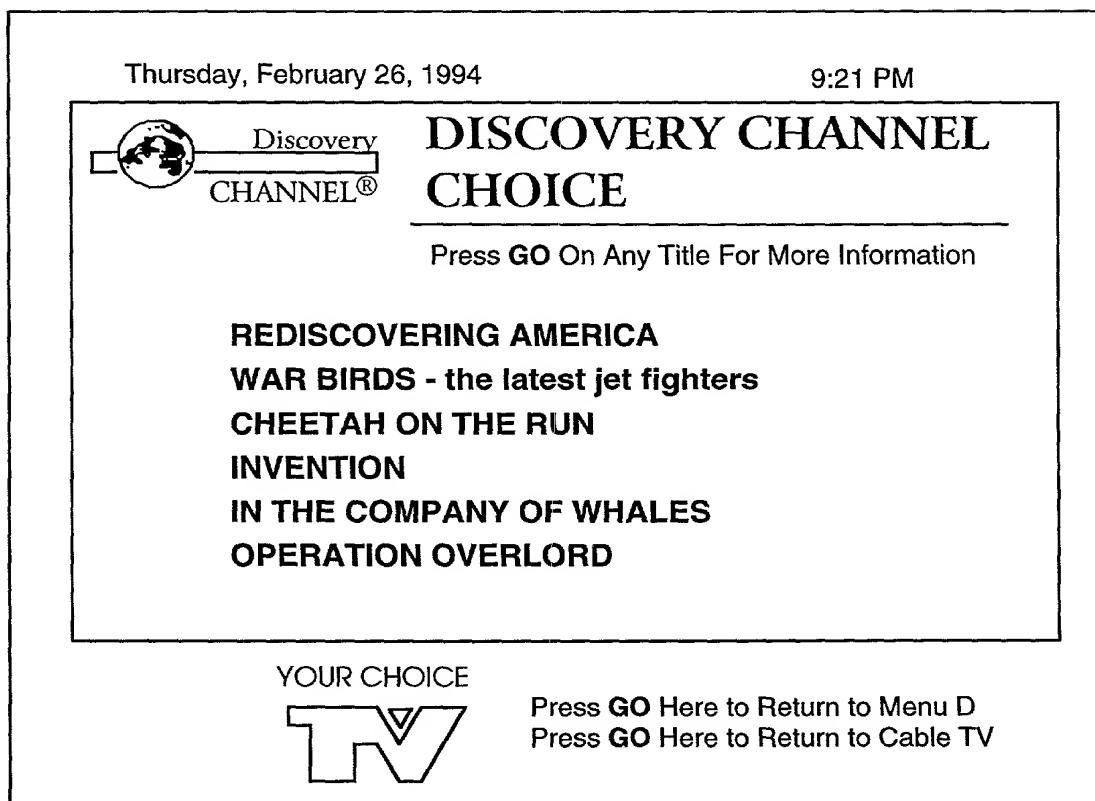
Fig. 30b



1042
↗

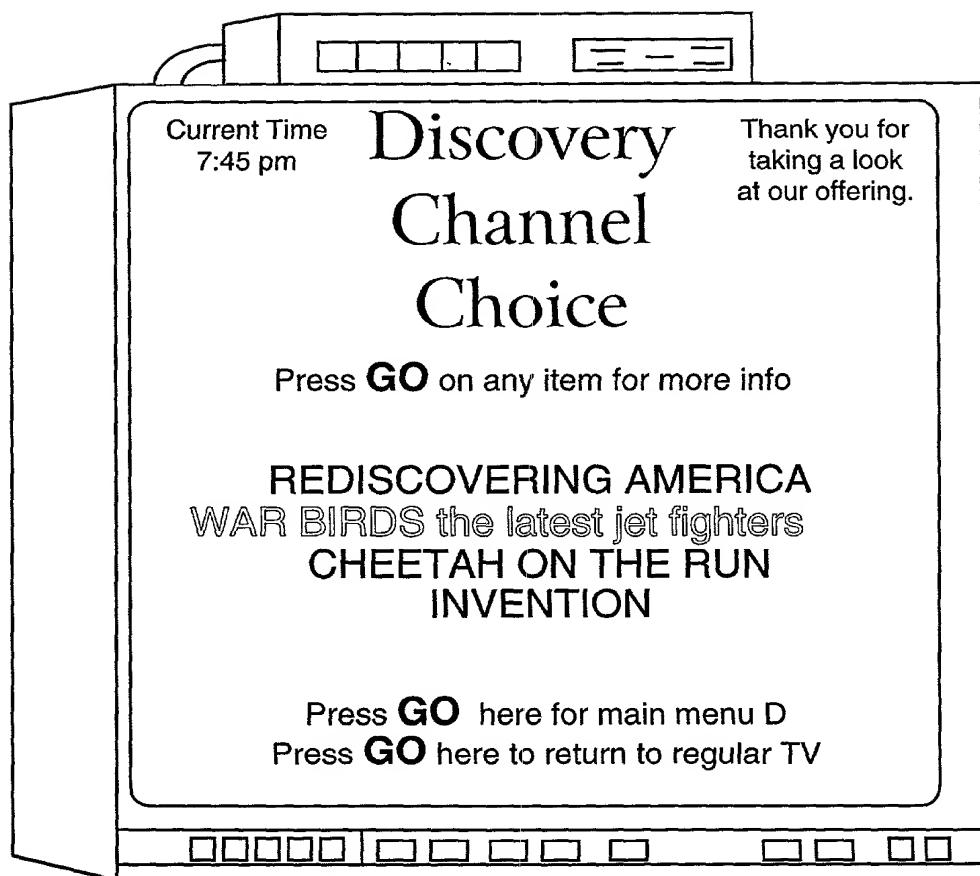
099E44E4A-D9E-B0C

Fig. 31a



↑
1148

Fig. 31b



1148

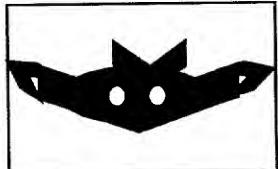
Fig. 32a

Thursday, February 26, 1994 9:22 PM

 Discovery
CHANNEL®

NEXT START TIME 8:30 PM

WAR BIRDS



Stunning Footage Compiled From
Discovery's Most Popular Series WINGS.
Contains Three Gulf War Dogfights and
Carrier Landing Crash Footage.

5:49 Running Time 1:30 Press GO Here to Order

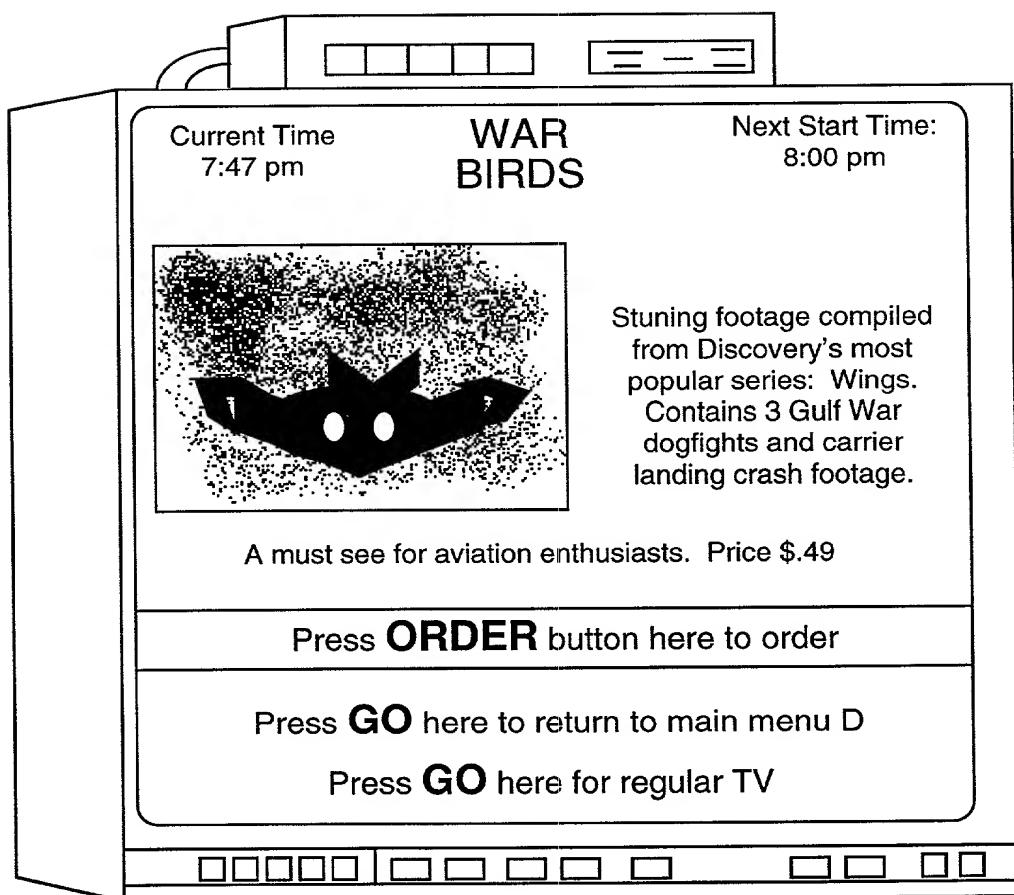
YOUR CHOICE



Press GO Here to Return to Cable TV

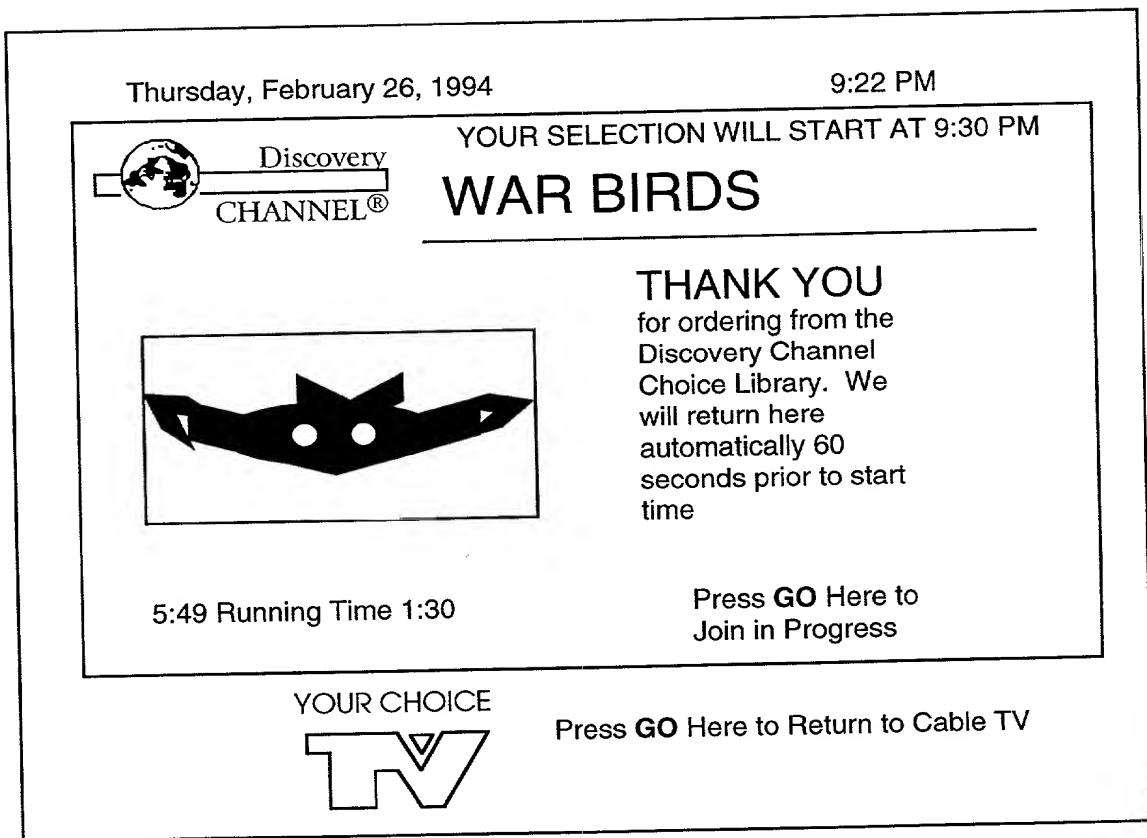
1152

Fig. 32b



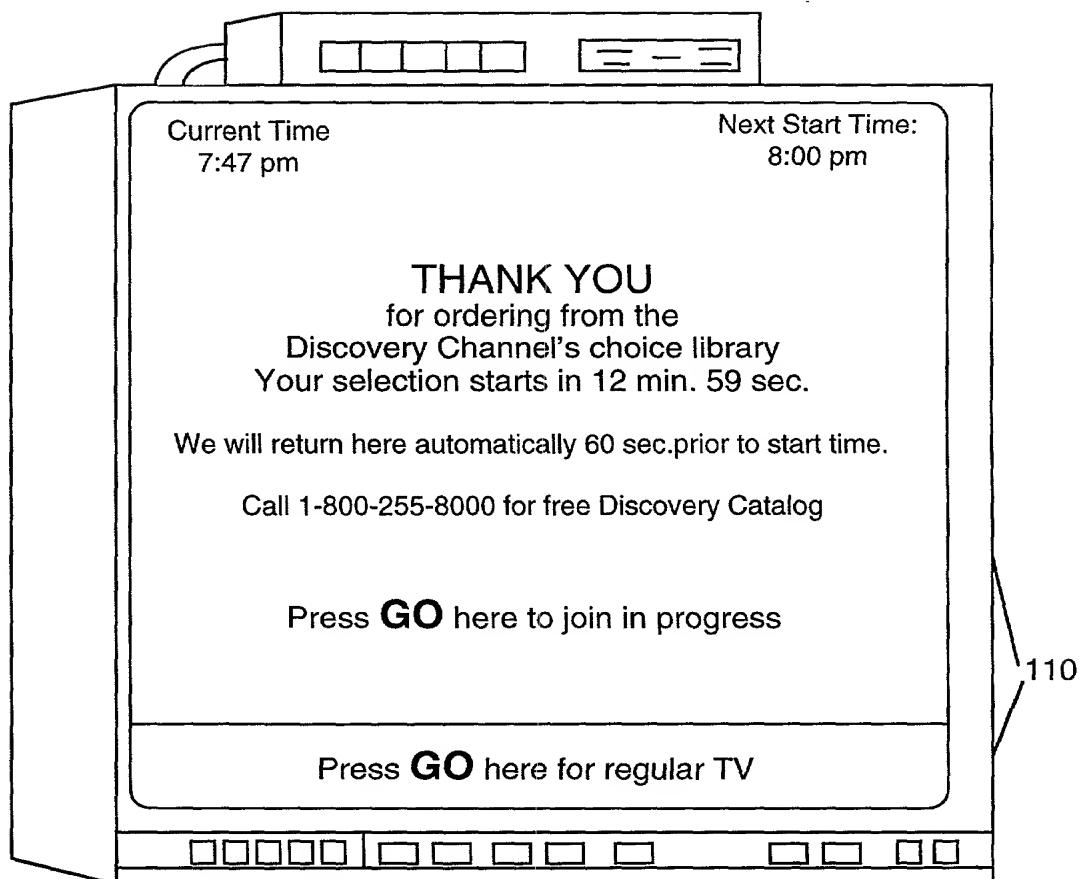
↗
1152

Fig. 33a



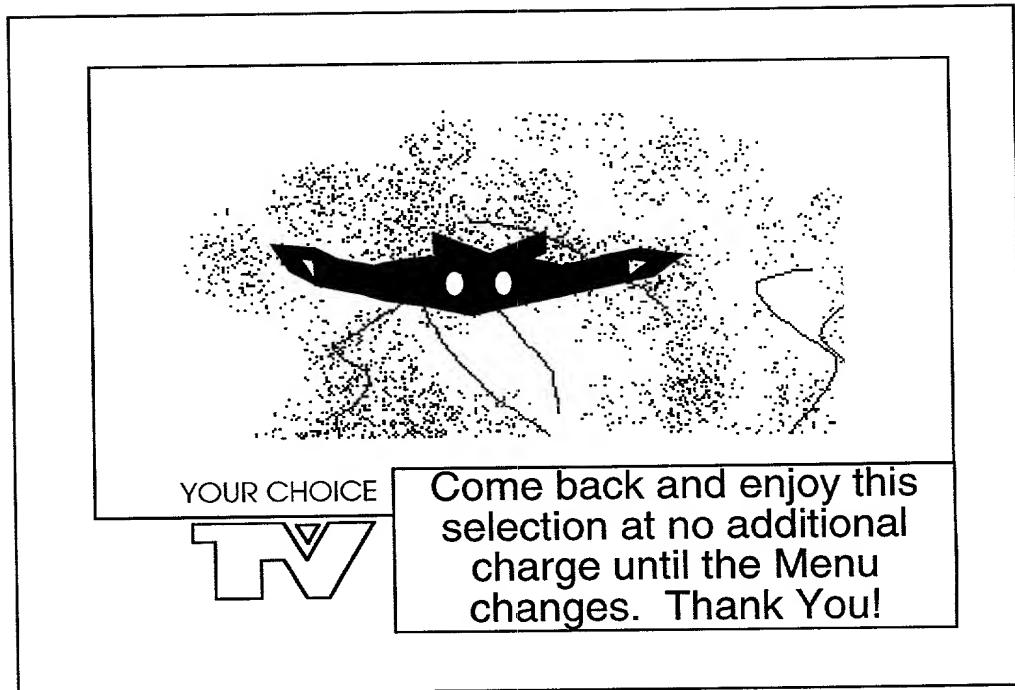
1154

Fig. 33b



1154

Fig. 33c



1156